

Development Planning Document 1

Core Strategy December 2007

local development framework
delivering regeneration and growth



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Debee Skinner; Strategic Planning;
Department of Enterprise, Tourism and the Environment
Southend on Sea Borough Council
PO Box 5557,
Southend-on-Sea SS2 6ZF
Telephone: 01702 215408
E mail: debeeskinner@southend.gov.uk

The Core Strategy Development Plan Document was adopted by Southend on Sea Borough Council on 13th December 2007



southend on sea
local development framework

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"چنانچہ مایل بہ دریافت نسخہ ای از ترجمہ این متن می باشید، لطفاً با ذکر مشخصات کامل خود با آدرس ذیل مکاتبہ نمایند."

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦਾ ਤਰਜਮਾ ਆਪਣੀ ਭਾਸ਼ਾ ਵਿਚ ਚਾਹੀਦਾ ਹੈ ਤਾਂ ਮਿਹਰਬਾਨੀ ਕਰਕੇ ਹੇਠਾਂ ਲਿਖੇ ਪਤੇ ਤੇ ਖਤ ਲਿਖੋ ਅਤੇ ਤੁਹਾਡੇ ਨਾਲ ਸੰਪਰਕ ਕਰਨੇ ਲਈ ਆਪਣੀ ਪੂਰੀ ਜਾਣਕਾਰੀ ਦਿਓ।

“જો તમને આ દસ્તાવેજનું ભાષાંતર તમારી ભાષામાં જોઈતું હોય તો, મહેરબાની કરીને નીચે લખેલ સરનામે પત્ર લખો અને તમારો સંપર્ક કરવા માટેની સંપૂર્ણ માહિતી આપો”

“اگر آپ کو اس دستاویز کا ترجمہ اپنی زبان میں چاہیے تو برائے مہربانی نیچے دیئے ہوئے پتے پر خط لکھیں اور آپ سے رابطہ کرنے کے لئے اپنی پوری تفصیلات دیں۔“

আপনি যদি আপনার ভাষায় এই কাগজটির অনুবাদ চান, তাহলে অনুগ্রহ করে নিচের ঠিকানায় লিখুন করুন এবং আপনার সাথে যোগাযোগের ব্যাপারে সম্পূর্ণ বিবরণ দিন।

“यदि आप इस दस्तावेज का अनुवाद अपनी भाषा में करवाना चाहते हों तो कृपया अपना पूरा सम्पर्क विवरण देते हुए नीचे दिए पते पर लिखिए”

It is also available in alternative formats, including braille, the spoken word, large print, and tactile mapping.

Anyone requiring such alternative formats should contact;

Enterprise, Tourism and the Environment,

Southend on Sea Borough Council,

PO Box 5557,

Southend-on-Sea SS2 6ZF.

Tel: 01702 215000,

Email: doete@southend.gov.uk



Contents

Southend Context	2
Core Strategy Development Plan	7
Section one	
The Core Strategy Aims & Strategic Objectives	13
The Aim	14
Strategic Objectives	14
Section two	
Core Strategy Key Policies	19
2 (i) Key Spatial Strategy Policy	19
Spatial Sustainability Considerations	19
2 (ii) Key Development Principle Policy	29
3 (iii) Key Implementation & Resources Policy	32
Section three	
Employment Generating Development	37
Section four	
Town Centre and Retail Development	44
Section five	
Transport and Accessibility	51
Section six	
The Environment and Urban Renaissance	58
National Strategy and Policy	59
Regional Strategy and Policy	60
Local Strategy and Policy	60
Section seven	
Minerals and Soils Resources	66
Section eight	
Community Infrastructure	70
Section nine	
Sport, Recreation and Green Space	75
Section ten	
Dwelling Provision	82
Housing and Sustainable Development	82
National Strategy and Policy	82
Regional Strategy and Policy	83
Local Strategy and Policy	84

Section eleven		
Monitoring and Review		92
Appendices		
Appendix 1 – Background Documents and Technical Studies		97
Appendix 2 – Glossary / Definition of Terms Used		99
Policies		
KP1 – Spatial Strategy		26
KP2 – Development Principles		30
KP3 – Implementation and Resources		34
CP1 – Employment Generating Development		41
CP2 – Town Centre and Retail Development		48
CP3 – Transport and Accessibility		55
CP4 – The Environment and Urban Renaissance		63
CP5 – Minerals and Soils Resources		68
CP6 – Community Infrastructure		73
CP7 – Sport, Recreation and Green Space		79
CP8 – Dwelling Provision		89
CP9 – Monitoring and Review		94
Illustrations		
Map 1	Context	3
Southend on Sea	Core Strategy – Key Diagram	28
Table 1	Key Characteristics of Southend Borough Council	6
Table 2	Adopted and Emerging Replacement Statutory Planning Policy Framework	9
Diagram 1	Policy Framework	8
Diagram 2	Southend on Sea Local Development Framework – Content	12
Figure 1	Diagram of Relationship between the Overall Aim of the Core Strategy & the Supporting Documents	17

Southend Context

Introducing Southend

- 0.1 In 2001 the Government recognised the importance of the Southend area to the Thames Gateway by including the entire Borough within its extended boundaries. The **Thames Gateway is the Government's national and regional priority for regeneration and growth** as set out in the current Regional Spatial Strategy (Regional Planning Guidance for the South East (RPG 9, 2001)). These provisions are reinforced in the Government's Sustainable Communities Plan of 2003¹.
- 0.2 The Thames Gateway extends from East London to Southend on the north bank of the River Thames and Sheerness in Kent to the south of the River. That part of Thames Gateway located in South Essex lies within the East of England region (**see Map 1**).
- 0.3 Significant progress has been made in working towards the key objective for the Essex Thames Gateway (ETG)² sub-region of achieving regeneration through jobs-led growth, higher levels of economic performance and employment, and a more sustainable balance of local jobs and workers. Complementary Zones of Change³ have been identified as the catalyst for delivery of the vision, Southend being identified as the 'cultural and intellectual hub and a higher education centre of excellence.'

Sustainable Development: development which meets our current needs without wasting natural resources or spoiling the environment for future generations.

(Our Common Future: The World Commission on the Environment and Development - Brundtland Report 1987)

- 0.4 Progress has included the establishment of key delivery mechanisms, notably the Urban Regeneration Company for Southend - "Renaissance Southend Limited" and the Thames Gateway South Essex Partnership together with its related Transport Delivery Board, and the completion of a number of major public sector led projects including:
- I. a new college/university campus and public realm improvements in the town centre;
 - II. remodelled Pier Hill improving links with the seafront and including award winning architecture;
 - III. development of former Ministry of Defence land at Shoeburyness; and

¹ Sustainable Communities: Building for the Future, Office of the Deputy Prime Minister, February 2003

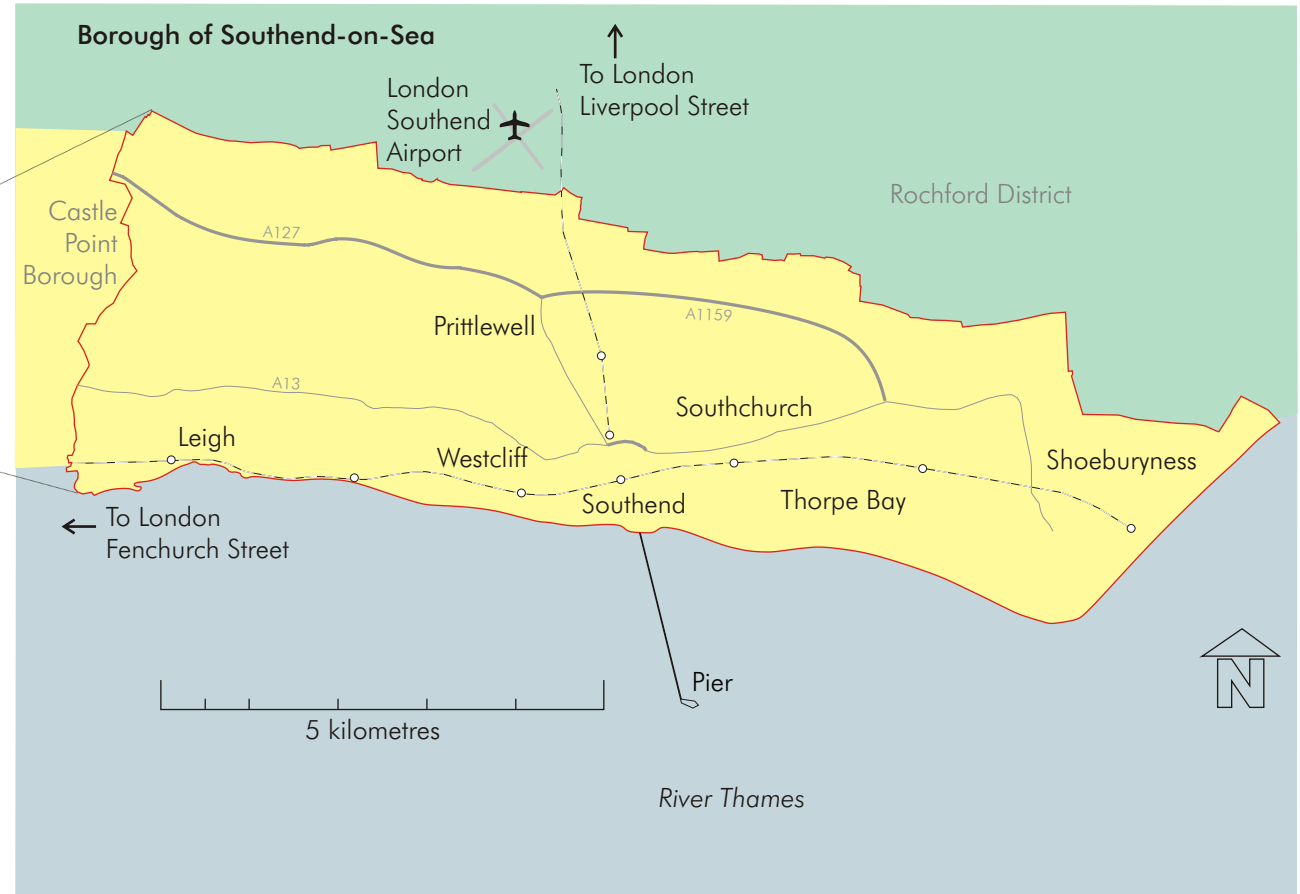
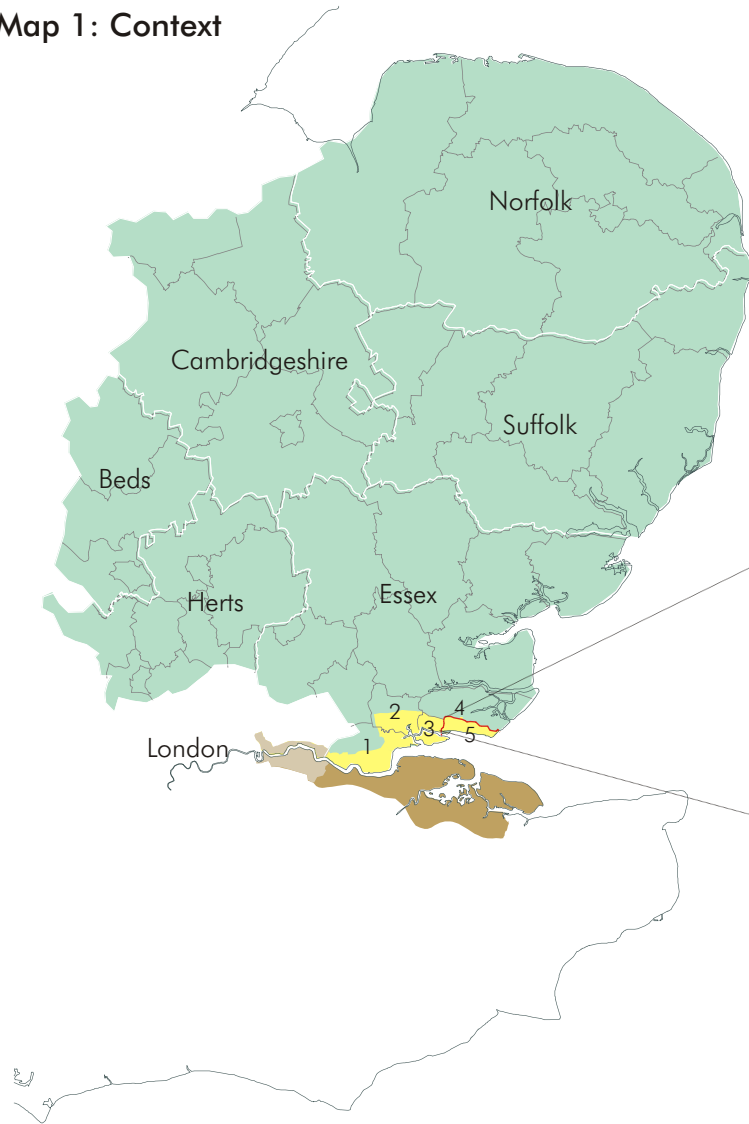
² The Essex Thames Gateway (ETG) broadly encompasses the areas south of the A13 in Thurrock and of the A127 in Basildon, together with the whole of the Boroughs of Castle Point and Southend and London Southend Airport within Rochford District.

³ The Thames Gateway South Essex Partnership (TGSE) has designated three districts as 'Zones of Change' as the catalyst for the delivery of the vision for a regenerated and sustainable TGSE. The 3 Zones are Thurrock, Basildon and Southend. These are supported by identified 'Zones of Influence', namely Rochford and Castle Point.

Southend on Sea Local Development Framework 2001 – 2021

Core Strategy Development Plan Document – December 2007

Map 1: Context



- East of England Region
- Thames Gateway
- Essex Thames Gateway
1 Thurrock (Unitary Authority), 2 Basildon, 3 Castle Point,
4 Rochford, 5 Southend (Unitary Authority)
- North Kent Partnership
- London Partnership

IV. improved operational facilities at London Southend Airport placing it in a position to develop its potential to function as a local regional airport and to maximise the opportunities presented by the Olympic site in East London.

0.5 The Urban Regeneration Company is one of a number of such companies established in key towns and cities in the Country to promote and deliver regeneration and growth as part of the Government's Sustainable Communities Plan Agenda.

Urban Renaissance: action that secures significant improvement to the vitality and environment of urban areas so that they are more attractive places in which to live, work, shop and spend time.

0.6 These changes have brought benefits to the locality and the region and represent a first step in working towards addressing a number of acute economic, housing and transportation problems that have historically affected Southend namely:

- I. sustained high unemployment;
- II. pockets of severe deprivation;
- III. lack of affordable housing;
- IV. low educational attainment and skill levels;
- V. an imbalance between workers and jobs; and
- VI. poor accessibility and the worst road traffic congestion of anywhere in Essex.

0.7 Private sector investment will now represent the next phase of regeneration and growth in the town. However, this will not be achieved without continued Government support in policy and financial terms and the establishment of a clear up-to-date planning framework to guide potential developers and to maximise the regeneration opportunities offered by the town.

0.8 The challenge facing Southend on Sea Borough Council (hereafter referred to as 'the Council') over the next two decades will be to maintain the momentum of change whilst ensuring that it is achieved in a planned and balanced manner and respects the local environment to deliver jobs led sustainable regeneration and growth. Key to this will be the delivery of the infrastructure necessary to support the provision of new jobs and housing, particularly transport infrastructure.

0.9 Transport studies⁴ have clearly illustrated that the scale of the transportation problems in TGSE is such that demand management alone will not solve the problems and there is no escaping the need for significant investment in transport infrastructure and services to deliver a 'step change' in provision.

⁴ London to Southend Movement Study (LOTS) - Hyder Consulting Limited for TGSE Partnership, May 2004
Southend on Sea Local Development Framework 2001 – 2021

0.10 Without improvements to the infrastructure the Government's objectives for regeneration and growth as set out in its Sustainable Communities Plan will not be met.

Table 1: Key Characteristics of Southend (see also Southend Annual Monitoring Report)

	Characteristics	Related Policy and Survey Documents /Comments
Local Government	<ul style="list-style-type: none"> Unitary Authority responsible for land use planning, transport / highway matters, minerals and waste planning 	<ul style="list-style-type: none"> No Parish Councils One Town Council (Leigh Town Council)
Character/Population	<ul style="list-style-type: none"> 160,000 residents* catchment population of 325,000 land area of 4,163 hectares densely developed urban area 	<ul style="list-style-type: none"> Mid year population estimate 2004 Second highest population density in East of England Region
Role	<ul style="list-style-type: none"> Regional/Sub Regional office, shopping, leisure and cultural centre Major tourist destination with 6.1 million day visitors per year 	<ul style="list-style-type: none"> Second most popular day resort in UK
Economy	<ul style="list-style-type: none"> 65,500 jobs some 5,000 companies over 280,000 m2 of office floorspace centred on town centre some 100 hectares of industrial land on 10 key estates unemployment rate of 3.1% (January 2006) imbalance between number of workers and available jobs 8th most deprived area in region eastern part of town has Objective 2 European funding status 	<ul style="list-style-type: none"> Inter-Departmental Business Register - ONS 2005 80% of companies employ 10 persons or less East of England 1.7% England/Wales 2.6% Net daily outflow of 6,900 persons in 2001 (census) Index of Multiple Deprivation - ONS (2004)
Retail	<ul style="list-style-type: none"> Southend Town Centre - Major Retail Centre (102,000 m2 of ground floor floorspace) District centres at Westcliff (Hamlet Court Road); Leigh; Local centres at Southchurch, Thorpe Bay, Eastwood and Shoebury (Ness Road/West Road) 3 out of centre Retail Parks at Airport; Greyhound (Sutton Road) and London Road 	<ul style="list-style-type: none"> Draft East of England Plan¹ (Policy E5) Southend on Sea Retail Study (2003)
Built / Natural Environment	<ul style="list-style-type: none"> Some outstanding examples of Victorian, Edwardian and modern architecture 695 sites recorded in the Southend Sites and Monuments Record 8.5 miles of accessible foreshore 500 hectares of mature parks, woodlands and gardens since 2001 all development has been on previously developed land limited countryside separating Southend from nearby settlements 	<ul style="list-style-type: none"> 14 Conservation Areas; 1,659 Listed Buildings and 4 Scheduled Ancient Monuments protected by national and international nature conservation/biodiversity designations Study of Open Space and Recreation (2004) Draft East of England Plan (Policy SS9) Majority designated Green Belt (2 adjoining Country Parks)
Housing	<ul style="list-style-type: none"> Nearly 71,000 households (35% one person households) 	<ul style="list-style-type: none"> 2001 Census

¹ Draft East of England Plan (Government Office for East of England) – The Secretary of States Proposed Changes to the Draft Revision to the Regional Spatial Strategy December 2006

	<ul style="list-style-type: none"> - 73% owner occupied - 8% Local Authority Renting - 13% Private Renting - less than 4% Housing Association/Social Landlord Renting • Average Household Size 2.2 persons • 92% of dwellings built at densities of over 50 dwellings per hectare • Significant increase in affordable houses required to 2021 	<ul style="list-style-type: none"> ▪ East of England 73% England/ Wales 69% <li style="padding-left: 100px;">12% 13% <li style="padding-left: 100px;">11% 9% <li style="padding-left: 100px;">5% 6% <li style="padding-left: 100px;">2.37 2.36 • Borough Council development records 2004/5 • Housing Needs Study - Fordhams (2004)
Transport	<ul style="list-style-type: none"> • major east-west transport corridor to London (40 miles), comprising; <ul style="list-style-type: none"> - strategic highway corridors/A127/A1159 - two railway lines London Fenchurch Street to Shoeburyness (c2c Rail) and London Liverpool Street to Southend Victoria (One Rail) - River Thames Corridor • 9 railway stations serving Southend. Further station planned at London Southend Airport • London Southend Regional Airport - identified in Government Aviation White Paper (December 2003) as having long term potential to cater for 2 million passengers per annum. Identified as a Major Airport in East of England Plan • Congestion on highway corridors causing delays and affecting local economy • Key sections operating at or close to capacity • Regeneration opportunities inhibited due to poor access 	<ul style="list-style-type: none"> • No Trunk Roads in Borough • Draft East of England Plan A127/A1159 part of Strategic Road Network (Policy T7) • Rail lines - part of Trans European Transport Network (TEN-T) • Draft East of England Plan - Southend identified as Regional Transport Node (Policies SS6 and T5) • London Southend Airport Masterplan - Regional Airports Limited (July 2005). • Draft East of England Plan (Policy E8 and T12 and Key Diagram) • London to Southend Movement Study (LOTS) Hyder Consulting Ltd. for Thames Gateway South Essex Partners (May 2004) - study recommended by RPG 9. Study identifies need for 'step change' in transport infrastructure provision
Regeneration	<ul style="list-style-type: none"> • Southend designated as part of Thames Gateway - <u>National and Regional Priority for regeneration and growth</u> • Identified as 'cultural and intellectual hub and higher education centre of excellence' • Identified as 'Key Centre for Development and Change' and Priority Area for Regeneration 	<ul style="list-style-type: none"> • Regional Planning Guidance for the South East (RPG 9) March 2001 • Creating Sustainable Communities: Making it Happen: Thames Gateway and the Growth Areas - ODPM 2003 • Draft East of England Plan (Policies SS3, SS5 and ETG4))
Planned Growth	<ul style="list-style-type: none"> • Jobs led growth to reduce imbalance between workers and local jobs <ul style="list-style-type: none"> ▪ 13,000 additional jobs by 2021; ▪ 6,500 additional dwellings by 2021 	<ul style="list-style-type: none"> • Draft East of England Plan <ul style="list-style-type: none"> - (Policies E1 and ETG5) - (Policies H1 and ETG1)
Delivery Vehicles	<ul style="list-style-type: none"> • Thames Gateway South Essex (TGSE) Partnership <ul style="list-style-type: none"> - TGSE Transportation Delivery Board (Thurrock and Southend Borough Council's and Essex County Council) • 'Renaissance Southend Limited' - Urban Regeneration Company 	<ul style="list-style-type: none"> • TGSE Economic Baseline Study • TGSE Business Plan for Transport (November 2005) • RSL Business Plan 2005 - 2008

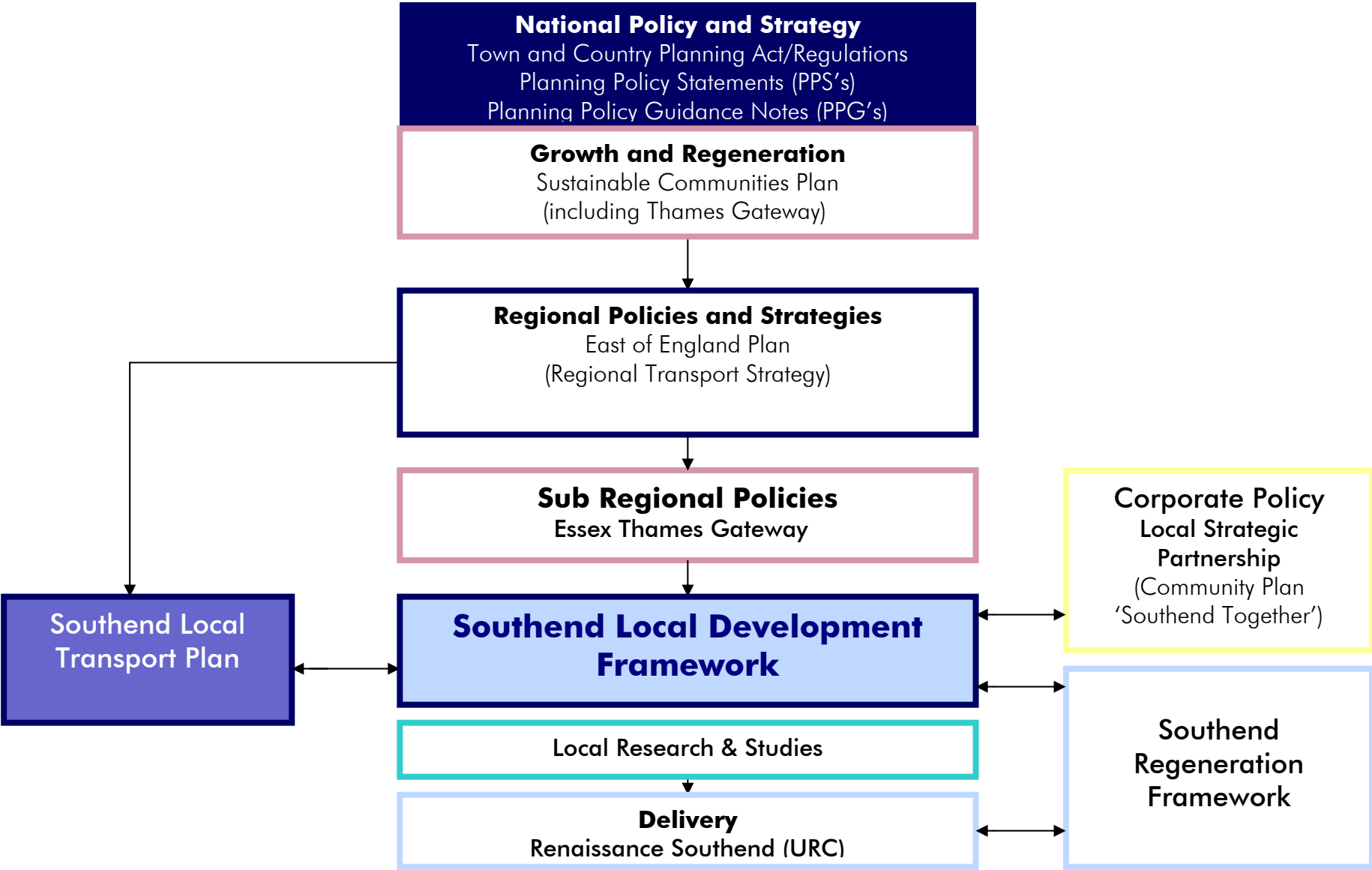
***Note: Resident Population** - ONS population estimates remain significantly out of step with population counts based on other sources eg residents registered with GPs was 175,240 in 2002.

Core Strategy Development Plan Document

- 0.11 The preparation of this Core Strategy Development Plan Document (DPD) represents the first stage in preparing such a comprehensive land use planning framework for the Borough of Southend on Sea as a whole (hereafter referred to as 'Southend'). Once adopted it will replace elements of the current Borough Local Plan that was adopted in 1994.
- 0.12 This Core Strategy does not include a review of those policies of the adopted Essex and Southend on Sea Waste Local Plan that refer to Southend on Sea. The latter plan covers the period to 2010. The Borough Council will prepare a Waste Core Strategy to review that plan for the post 2010 period. It will be amplified in the Council's Criteria Based Policies and Site Allocations DPD. In the meantime it is considered that the relevant policies of the adopted Waste Local Plan remain appropriate to the needs of the Borough.
- 0.13 The Core Strategy is required to be prepared in accordance with national planning policy guidance⁵ and the regional spatial strategy (RSS), currently Regional Planning Guidance for the South East (RPG 9). A revised RSS is now at an advanced stage of preparation, and the emerging 'East of England Plan' (Regional Spatial Strategy for the East of England) will, once adopted, replace RPG 9. The adopted and emerging regional spatial strategies fully endorse the objectives of Essex Thames Gateway and set out strategic policies for the regeneration of the area, including specific targets for additional jobs and dwellings in Southend.
- 0.14 The Core Strategy also needs to take into account, and inform the preparation/revision of, other related plans and documents to ensure an integrated approach to regeneration. These include the Southend on Sea Local Transport Plan and Southend's Community Plan (**see Diagram 1**).
- 0.15 The Core Strategy provides the vision, objectives and broad strategy for the spatial development of Southend. This includes the distribution of a 10-year housing supply; and sets out key policies against which all planning applications will be assessed, including the Council's core policies on minerals and the protection and enhancement of the natural and historic environment (including conservation areas).
- 0.16 Following public consultation in accordance with statutory procedures and an Examination of the Plans policies and proposals, including a hearing before an independent inspector, the Core Strategy was adopted by the Borough Council on 13th December 2007.

⁵ National planning policy guidance: national planning policies are set out in new-style Planning Policy Statements (PPS), which are gradually replacing Planning Policy Guidance Notes (PPG). These are produced by the Office of the Deputy Prime Minister (ODPM) on different aspects of planning and the rules that govern the operation of the system

Diagram 1: Policy Framework



- 0.17 **Sustainability Appraisal Report and Appropriate Assessment** (prepared by Baker Associates on behalf of the Council) accompanies the Core Strategy, detailing the social, economic and environmental impact of the proposals.
- 0.18 Further **Development Plan Documents (DPD's)** and **Supplementary Planning Documents (SPD's)** will be prepared in due course within the framework of the Core Strategy to provide for more detailed site-specific policies and development guidance. These plans will be prepared in accordance with the timetable for plan production as set out in the Council's **Local Development Scheme (LDS)**. Once completed the documents will make up a comprehensive **Local Development Framework (LDF)** for Southend that will replace the current Borough Local Plan in its entirety. Progress in implementing the provisions of these plans (collectively known as **local development documents**) will be monitored by means of an **Annual Monitoring Report (AMR)** and changes will be made to appropriate plans if deemed necessary.
- 0.19 **Table 2** illustrates the existing and emerging replacement planning policy framework whilst **Diagram 2** shows the documents that will comprise the Southend Local Development Framework.
- 0.20 The Core Strategy has been informed by a number of supporting documents commissioned by the Council, 'Renaissance Southend' or the Thames Gateway South Essex Partnership. These will in turn inform the preparation of further DPD's and SPD's. The supporting documents are as follows:

Southend Studies

- I. Housing Needs Survey (Fordham Research, May 2003)
- II. Town Centre Study and Master Plan Framework (Buro Happold, August 2003)
- III. Urban Capacity Study (Atkins, August 2003)
- IV. Retail Study (CB Richard Ellis, September 2003)
- V. Housing Needs Survey Update (Fordham Research, April 2004)
- VI. A Study of Open Space and Recreation (Leisure and the Environment, August 2004)
- VII. A Study of Playing Pitches (Leisure and the Environment, August 2004)
- VIII. Industrial Estates Study (GVA Grimley, July 2005)
- IX. Commercial Seafront - Regeneration Principles (EDAW, October 2005)

Essex Thames Gateway

- X. London to Southend Movement Study (LOTS) - (Hyder Consulting, May 2004)

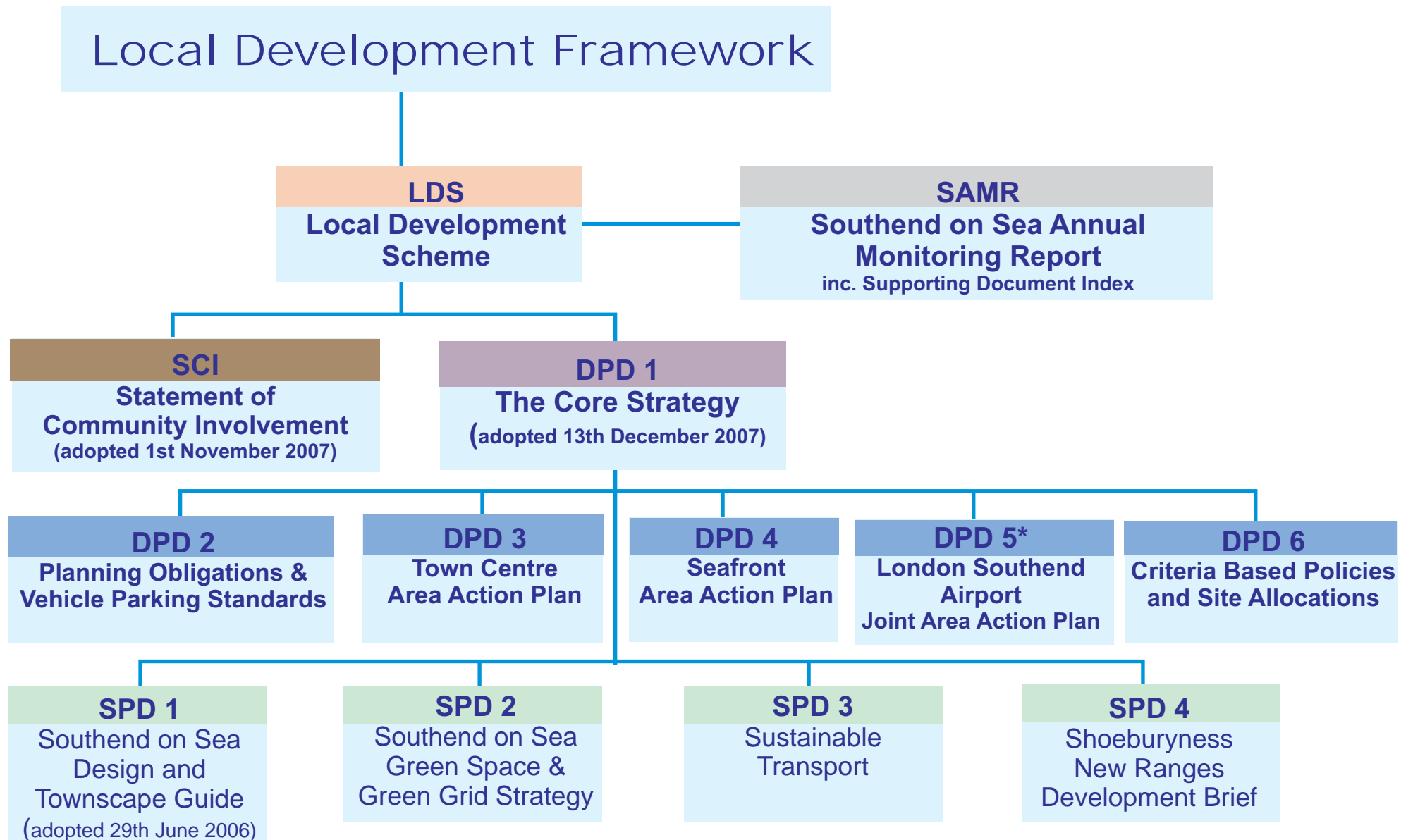
Table 2: Adopted and Emerging Replacement Statutory Planning Policy Framework

Existing Adopted Policy Framework	Emerging Replacement Policy Framework
Regional	
<p>Regional Planning Guidance for the South East (RPG 9) (Government Office for the South East, Government Office East of England and Government Office for London) Adopted March 2001 Plan period to 2016</p>	<p>Draft East of England Plan (Regional Spatial Strategy) (East of England Regional Assembly) Plan period to 2021 Examination in Public Report of Panel June 2006 Secretary of State Proposed Changes December 2006</p> <p style="color: #800080;">currently in the course of preparation</p>
County	
<p>Essex and Southend on Sea Replacement Structure Plan (Essex County Council and Southend on Sea Borough Council) Adopted April 2001 Plan period to 2011</p>	<p style="color: #800080;">Structure Plan to be replaced by East of England Plan once adopted</p>
<p>Essex and Southend on Sea Waste Local Plan (Essex County Council and Southend on Sea Borough Council) Adopted September 2001 Plan period to 2010</p>	<p>Southend Waste Core Strategy Southend Development Plan Document (DPD 6): Criteria Based Policies and Site Allocations (Southend on Sea Borough Council) to be prepared Plan period to 2021</p>
<p>Minerals Local Plan (Essex County Council)</p> <p style="color: #800080;">Adopted January 1997</p> <p>Plan period to 2004</p>	<p>Southend Core Strategy Development Plan Document (DPD1) (Southend on Sea Borough Council)</p> <p style="color: #800080;"><i>replaces Minerals Local Plan with the exception of that part of the designated Minerals Consultation Area for Brickearth lying within the Southend Borough*</i></p> <p>Southend Development Plan Document (DPD 6): Criteria Based Policies and Site Allocations (Southend on Sea Borough Council) to be prepared <i>will replace the Minerals Local Plan designated Minerals Consultation Area for Brickearth policies once adopted</i> Plan period to 2021</p>
Local	
<p>Southend on Sea Borough Local Plan (Southend on Sea Borough Council) Adopted March 1994</p>	<p>Southend Core Strategy Development Plan Document (DPD1) (Southend on Sea Borough Council)</p> <p style="color: #800080;"><i>replaces a number of key policies within the Borough Local Plan</i></p> <p>Southend Development Plan Documents DPD 2: Planning Obligations DPD 3: Town Centre Area Action Plan DPD 4: Seafront Area Action Plan DPD 5: London Southend Airport Joint Area Action Plan</p>

<p>Plan period to 2001</p>	<p>DPD 6: Criteria Based Policies and Site Allocations <i>all to be prepared</i> <i>will replace the remaining policies within the Borough Local Plan once adopted</i> Plan period to 2021</p>
<p>Southend on Sea Borough Local Plan First Alteration (Southend on Sea Borough Council) Alterations relating to detailed guidance for Marine Parade, Leigh on Sea; Houses in Multiple occupation; Gypsy Caravan Site Provision <i>Adopted October 1997</i> Plan period to 2001</p>	<p>Southend Development Plan Document (DPD 6): Criteria Based Policies and Site Allocations (Southend on Sea Borough Council)</p> <p><i>to be prepared</i> Plan period to 2021</p>
<p>Southend on Sea Borough Local Plan Second Alteration (Southend on Sea Borough Council) Alterations relating to land at Fossetts Farm, Sutton Road, Southend on Sea <i>Adopted March 1999</i> Plan period to 2001</p>	<p>Southend Development Plan Document (DPD 6): Criteria Based Policies and Site Allocations (Southend on Sea Borough Council)</p> <p><i>to be prepared</i> Plan period to 2021</p>

* *Land north of Eastern Avenue, Southend and north of Shoebury.*

Diagram 2: Southend on Sea Local Development Framework - Content



*to be prepared jointly with Rochford District Council



section one



Section 1: The Core Strategy – Aim and Strategic Objectives

- 1.1 The Draft East of England Plan (Regional Spatial Strategy) sets out specific guidance for the Essex Thames Gateway sub-region with the central aim of delivering employment led regeneration, whilst maintaining a sustainable balance between jobs and housing in the future. Within Southend this translates into a strategic policy requirement to deliver 13,000 net additional jobs and 6,500 net additional dwellings in the period 2001 to 2021.
- 1.2 Phasing mechanisms within these policies provide for an assessment of whether this balance between jobs and housing is being achieved and the required improvements to infrastructure are being provided. In particular, improvements to transport infrastructure are essential to unlock key regeneration sites, improve accessibility and provide for more sustainable travel patterns. As such a 'step change' in the provision of transport infrastructure and accessibility is recognised as an essential concomitant for achieving regeneration and additional development, and a phased programme for priority investment is referred to in Policy ETG6: Transport Infrastructure in the draft East of England Plan. It is also essential that improvements to social infrastructure are put in place before and in parallel with new development. This includes promoting development which contributes to the delivery of health care strategies and social and education plans (including School Organisation Plans) and in line with Core Policy CP6: 'Community Infrastructure' in this Core Strategy.
- 1.3 In parallel, the Southend Local Strategic Partnership, 'Southend Together' has prepared Southend's Community Plan. Based on three over-riding principles – sustainable development, equality of opportunity and social inclusion – the Community Plan seeks to pursue seven ambitions for the town:
 - I. a prosperous local economy
 - II. improved transport and infrastructure, and a quality environment
 - III. a cultural capital of the East of England
 - IV. opportunities for learning for all and a highly skilled workforce
 - V. improved health and well-being
 - VI. reduction in crime, disorder and offending, and
 - VII. better life chances for vulnerable people.
- 1.4 There is significant synergy between these ambitions and the requirements of, and approach to, regeneration in Essex Thames Gateway outlined above.
- 1.5 To meet the opportunities and challenges presented by the regeneration of Thames Gateway and the priorities identified by Southend's Community Plan, the Council has, in association with its partner organisations and agencies, in particular the Thames Gateway South Essex Partnership, adopted the following Aim and set of Strategic Objectives. These provide a firm basis for the core strategy, policies and proposals that

follow, and which seek to be a key means of implementing these objectives and priorities.

The Aim

To secure a major refocus of function and the long term sustainability of Southend as a significant urban area which serves local people and the Thames Gateway.

To do this there is a need to release the potential of Southend's land and buildings to achieve measurable improvements in the town's economic prosperity, transportation networks, infrastructure and facilities; and the quality of life of all its citizens. This will include safeguarding and improving the standards of the town's amenities and improving the quality of the natural and built environment.

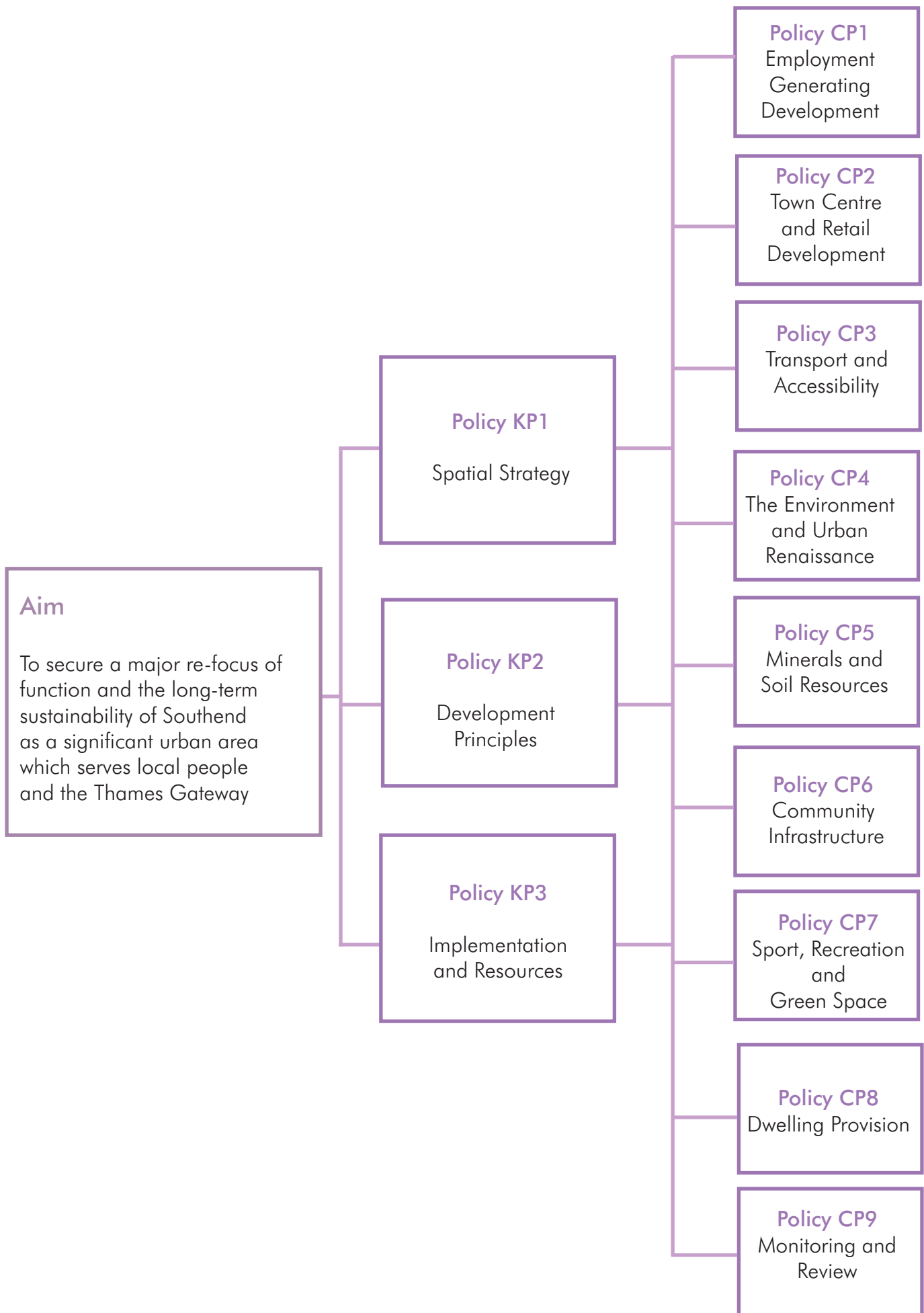
Strategic Objectives

- SO1 Deliver employment led regeneration, wealth creation and growth across Essex Thames Gateway sub-region.
- SO2 Secure the regeneration of Southend as a cultural and intellectual hub and a centre of education excellence.
- SO3 Create and maintain a balance between employment and housing growth in the future.
- SO4 Secure sustainable regeneration and growth focused on the urban area.
- SO5 Provide for not less than 13,000 net additional jobs in the period 2001 to 2021 within Southend.
- SO6 Provide for 6,500 net additional dwellings in the period 2001 to 2021 within Southend.
- SO7 Target future dwelling provision to meet the needs of local people including the provision of affordable housing.
- SO8 Secure a thriving, vibrant and attractive town centre and network of district and local centres.
- SO9 Secure a 'step change' in the provision of transport infrastructure as an essential concomitant to new development.
- SO10 Maximise the effectiveness and integration of key transport corridors and interchanges as a principal focus for development in the urban area.
- SO11 Secure the regeneration of London Southend Airport to enable it to reach its potential to function as a local regional airport providing for significant new employment opportunities and improved surface access subject to environmental safeguards.

- SO12 Secure the sustainable use of the River Thames and its Estuary as an asset for transport, leisure and business.
- SO13 Secure the social and physical infrastructure related to improving the health, education, lifelong learning and well-being of all sectors of the community.
- SO14 Deliver high quality, well designed and attractive urban and natural environments which are safe, people friendly and distinctive, and which respect and enhance existing character and local amenity.
- SO15 Secure effective and efficient sustainable development which prevents or minimises local contributions to, and the impact of, climate change, flood risk and the depletion of non-renewable resources, including the application of sustainable construction and operation in all development through the prudent use of natural resources, energy efficiency and low carbon emissions, and the maximum use of renewable and recycled resources.
- SO17 Regenerate and bring back into productive and beneficial long-term use, including where appropriate use for biodiversity or other natural resource value, land which is contaminated or otherwise degraded.
- SO18 Contribute to the creation of a 'Green Grid' of high quality, linked and publicly accessible open spaces and landscapes across the sub-region.
- SO19 Secure delivery of strategic objectives through all relevant delivery bodies and their strategies.
- 1.6 The role of this Core Strategy is to provide clarity about what the Council will require of new development, and to ensure that the right development comes forward in the right place and at the right time to deliver the Aim and Strategic Objectives. As such it will be used as a basis for making decisions on all planning matters and for guiding the investment decisions of the public and private sectors over the next decade and beyond.
- 1.7 The mechanisms for delivering the plan's policies and proposals will therefore be many and varied, involving a wide range of private, public, voluntary and other agencies, companies and individuals, together or separately. To remove all doubt as to what is required of new development, it is considered that the Aim and Strategic Objectives need to be translated into clear criteria based policies.
- 1.8 The approach in this Core Strategy is to translate the Aim and Strategic Objectives into three over-arching Key Policies (see Section 2) dealing with the broad spatial, development and implementation principles with which all new development must accord. These Key Policies are supported by nine Core Policies (see Sections 3 - 11) based on more specific spatial and development principles to promote and facilitate what the Council is seeking to achieve from development and investment activity in the town.

- 1.9 The Core Policies must provide a clear, robust strategic land use planning framework for Southend in the context provided by national, regional and strategic policy and objectives. Some may have clear spatial implications, whilst others need to be expressed in terms of the overall approach the Council will take to new initiatives, investment decisions and development opportunities, and the criteria it will use in making decisions on such matters.
- 1.10 In implementing its Core Strategy, there will be a need for the Council to be bold, visionary, take the lead on contentious issues, and find imaginative ways of funding projects and initiatives as well as playing an active role in challenging national policy through lobbying where appropriate. The national, regional and sub-regional context with which the Core Strategy must conform has changed significantly. Southend is now part of the Thames Gateway, a national priority for both regeneration and growth, and the contributions to investment and development required from the Borough are now much greater.
- 1.11 The Borough Council has worked hard to help establish an Urban Regeneration Company for Southend and will work in partnership with “Renaissance Southend Limited” (RSL) to deliver real change in the Borough. The RSL has produced a Regeneration Framework to guide its work throughout the Borough and initially will concentrate on developing a Central Area Masterplan. The Core Strategy and subsequent Development Plan Documents will provide the planning policies to deliver the Regeneration Framework and Masterplan (see Diagram 1).
- 1.12 In addition, local priorities, as expressed through the Community Plan, are much clearer and more demanding. Taken together, these considerations require the new Local Development Framework for Southend, replacing the Southend-on-Sea Borough Local Plan, not only to deliver higher levels of infrastructure, investment and development, but also to achieve this in ways that are clearly more sustainable and of a higher quality. Above all, a balance must be achieved between employment provision, transport and other community infrastructure investment, additional dwellings and environmental quality, both urban and natural.
- 1.13 In the short-term, for development control purposes, and where necessary and appropriate, the policies in this Core Strategy will be supported by saved policies from the adopted Southend-on-Sea Borough Local Plan until such time as they are replaced by new development plan policies in subsequent Local Development Documents.
- 1.14 The relationship between the overall Aim of the Core Strategy and the supporting policies is illustrated in **Figure 1**.

Figure 1: Diagram of Relationship between the Overall Aim of the Core Strategy and the Supporting Documents





section two



Section 2: Core Strategy - Key Policies

2(i) Key Spatial Strategy Policy

2.1 The role of the key spatial strategy and associated policy is to provide a clear indication of how regeneration and growth will be distributed within the Borough, and is an essential element of the Core Strategy. The spatial strategy set out below is considered to be the most appropriate and effective, within the context of national and regional policy, to make a positive contribution to delivering the required growth whilst also delivering sustainable regeneration, as set out in the Aim and Strategic Objectives in Section 1 above.

Spatial Sustainability Considerations

2.2 In drawing up an appropriate spatial strategy for the delivery of regeneration and growth in the Borough, the Council has had to have regard to a wide range of sustainability considerations, including in particular the following key national and regional policy considerations:

- I. the need to follow a sequential approach in the location of development, focussing that development in urban areas, making optimum use of previously developed ('brownfield') land and minimising the need to use 'greenfield' land. In attaching significant importance to this consideration, the Council has had regard to the fact that the countryside around Southend and separating it from neighbouring settlements is now extremely limited and a valuable resource for the town, whilst a Southend Urban Capacity Study has indicated significant potential for further development within the existing urban area to contribute to development needs, and to regeneration and growth in the Borough;
- II. the need to focus new development as far as possible on existing and improved public transport and community infrastructure facilities, in order to provide good accessibility to such facilities as a key element in achieving sustainable regeneration, social inclusion and growth;
- III. the need to focus new development as far as possible on the existing urban area in order to deliver an 'urban renaissance' providing a high quality urban experience, a consideration of importance to Southend where there are a number of regeneration and deprivation needs in the town;
- IV. the need to conserve valuable amenity, biodiversity and other natural resources within the Borough. Again, in attaching considerable importance to this consideration, the Council has had regard to the fact that all the limited undeveloped land around the Borough is of high amenity value, of international, national or local importance for biodiversity, or is best and most versatile agricultural land;
- V. flood risk: Government policy emphasises the need for flood risk to influence the location of development, and for development plans to follow a 'sequential test'

Southend on Sea Local Development Framework 2001 – 2021

Core Strategy Development Plan Document – December 2007

in relation to the level of flood risk, directing development away from areas at risk of flooding. Current indicative floodplain maps identify a number of areas in the Borough to be 'at risk', mainly from tidal flooding. However, in assessing the weight to be attached to this consideration, the Council has also had to have regard to the following considerations:

- i. excluding such areas from consideration for regeneration and growth would further limit the already limited spatial options available to the Borough to achieve such regeneration and growth, and would require other important sustainability considerations, as set out above, to be compromised;
- ii. the current indicative floodplain maps do not take account of existing flood defences, which in Southend have been regularly and systematically improved to meet perceived levels of risk. The level of actual risk, and the areas actually remaining at risk, are therefore likely to be much lower than is indicated by these maps;
- iii. a significant part of the Borough lying within an area indicated as within a Flood Zone (Shoeburyness Old Ranges) is already being successfully regenerated and redeveloped, incorporating effective sea defence improvements giving a high level of long-term protection;
- iv. the recently completed Thames Gateway South Essex Strategic Flood Risk Assessment, providing more detailed and up-to-date information on actual levels and locations of flood risk indicates that flood defences within and adjacent to Southend are mainly in good overall condition. However, within part of the Shoeburyness area (Shoeburyness New Ranges) crest levels may be below the 1 in 200 year defence standard required by the Environment Agency, and significant improvement to the height and quality of those defences is likely to be required in the event of re-development. There remain small areas of the Borough where a residual risk remains in the event of a breach in the tidal defences. Any development proposals within these areas will require detailed flood risk assessment, appropriate mitigation measures, and agreement with the Environment Agency.
- vi. the overwhelming community support for the Council's 'preferred option' (on which the spatial strategy in this Development Plan Document is very strongly based) indicated through the pre-submission consultation and public participation stages.

2.3 The spatial strategy set out below represents an appropriate balance between these considerations. Equally it represents the most appropriate way forward for Southend, seeking to maximise the town's strengths and opportunities by focusing the majority of growth and regeneration on key regeneration areas, in particularly the Town Centre, Seafront (subject to the safeguarding of the biodiversity importance of the foreshore) and certain 'Priority Urban Areas', including existing commercial/industrial areas. A degree of residual flood risk remains in certain parts of the regeneration and growth areas identified, and such risk must always remain a key consideration. The strategy

therefore also requires that, where this proves to be the case, development will only be permitted where a detailed flood risk assessment is prepared, which clearly demonstrates that the development is appropriate in terms of its type, siting and the mitigation measures proposed, using appropriate and sustainable flood risk management options which safeguard the biodiversity importance of the foreshore, and/or effective sustainable drainage measures.

2.4 This spatial strategy seeks, therefore, to deliver a distribution of investment and development based on the following approach:

- I. a town centre renewal package with an emphasis on refocusing of retail opportunities, a major expansion of town centre housing, expansion of education/'lifelong learning', culture and leisure provision, including the strengthening of Southend's position as a 'University Town' and renaissance of the sea frontage, and integration with public transport interchanges;
- II. fostering and reinforcing the role of key Priority Urban Areas which have the potential to make a significant contribution to regeneration and growth objectives.

These comprise:

- i. the District Centres of Westcliff and Leigh and the shopping centres at Southchurch Road and West Road/Ness Road in Shoebury. It will be important to ensure that these centres are vital, viable and accessible with quality local services and good public transport service;
- ii. the industrial/employment areas at
 - Progress Road
 - Airbourne
 - Comet Way/Laurence/Aviation Way
 - Thanet Grange
 - London Southend Airport
 - Prittle Brook Estate/Temple Farm/Stock Road
 - Fossetts Farm
 - Sutton Road
 - Towerfield (including Campfield Road)/Vanguard Way, Shoeburyness
 - Old Ranges, Shoeburyness

These areas have the potential to contribute fully to local employment objectives and to provide for quality environments. The regeneration of London Southend Airport and adjoining employment areas will be pursued through the preparation of an Area Action Plan to be prepared jointly with Rochford District Council (see Policy KP3);

- iii. the Cluny Square Renewal Area. Renewal of this housing area will be achieved through the promotion of quality residential amenities and community services in this location.
- III. realising the full potential of land at Shoeburyness in association with the development of improved transport corridors;
- IV. maximising the potential for higher density, mixed-use development in urban centres and at key transport interchanges, and maintaining a sustainable Green Belt around the existing and proposed urban area. Minor amendments to the existing Green Belt boundary will only be considered where this would specifically enable delivery of particular objectives and policies in this Core Strategy in a sustainable manner, and where there would be no material impact on the openness of the remaining Green Belt and its ability to continue to provide effective separation between Southend and neighbouring settlements;
- V. reducing and preventing flood risk through controlling the nature, location, lay-out and design of development within all areas of the Borough at risk of fluvial (water course), tidal (coastal) or surface water flooding, and through providing for appropriate and sustainable flood risk management measures as part of a comprehensive shoreline management strategy. In particular, use will be made of the South Essex Strategic Flood Risk Assessment (SFRA) to identify those areas at risk and where a detailed flood risk assessment will be required to ensure that development is only permitted where it is appropriate to its location in terms of its type, siting and sustainable mitigation measures proposed.

2.5 In implementing the spatial strategy set out in Policy KP1, it is also essential that policy ensures that all development proposals not only deliver the regeneration and growth required in accordance with that strategy, but are also appropriate in terms of their detailed siting, content, design and layout, quality and impact. Key considerations include the following:

- i. the safeguarding and enhancement of Southend's employment, town centre, retail and leisure facilities and opportunities
- ii. the safeguarding and enhancement of biodiversity, other natural resources, sport, recreation and green space throughout the Borough
- iii. ensuring that European and international sites for nature conservation on the Southend foreshore are not adversely affected, having regard to their interest features and particular sensitivities in relation to:
 - direct physical loss,
 - physical damage to habitats and prey species
 - non- physical disturbance
 - water quality deterioration, and

- biological disturbance (as set out in Section 4.5 of the Appropriate Assessment of this Core Strategy).
 - iv. accessibility and the provision of good quality transport and community infrastructure facilities;
 - v. the provision of adequate and appropriate levels of affordable housing to meet identified needs; and
 - vi. the provision of well designed and good quality development that safeguards and enhances both the public realm and local amenity, character and environmental quality, is resource efficient and minimises its impact on climate change.
- 2.6 The spatial strategy set out in Policy KP1 is therefore supported by a set of additional key and core (thematic) policies (Policies KP2-3 and CP1-8) as an integral part of this Core Strategy DPD, setting out the key principles and core policy considerations with which all development, regardless of location, will also need to comply as relevant.
- 2.7 In addition, implementation of key aspects of this Core Strategy will be taken forward and facilitated by the preparation of more detailed local development documents also to be included in the Local Development Framework. These include in particular:
- I. a Planning Obligations and Vehicle Parking Standards (DPD 2), prepared as the second DPD priority following this Core Strategy, providing detailed policies and guidance to developers, landowners, the community and the Borough Council in relation to planning obligations and infrastructure contributions that may be made necessary by a development proposal, and how those obligations and contributions will be secured;
 - II. Area Action Plans (AAP's) for Southend Town Centre, the Seafront and London Southend Airport will be prepared for these areas of opportunity and change to provide for employment-led regeneration and growth that can sustainably be accommodated in these areas.
 - The Town Centre Area Action Plan (DPD 3) will contain detailed policies and site specific proposals aimed at strengthening the centre's role as a major regional retail, employment and commercial centre, cultural hub and education centre of excellence to provide for 6,500 new jobs and 2,000 additional homes. Improving the accessibility, amenity and attractiveness of the town centre will be key to achieving regeneration and delivering a renaissance of the town centre.
 - The Seafront Area Action Plan (DPDD 4) will focus on improving the leisure and tourism offer of the area and enhancing the public realm to provide for 750 new jobs and 550 additional new homes. It will also seek to safeguard, conserve and enhance the significant biodiversity, green space and other environmental resources of the area, particularly ensuring the European and international sites for nature conservation on the extensive foreshore are not adversely affected by any new development.

- V. Area Action Plans (AAPs, also DPDs) for the Town Centre and Seafront, prepared in parallel and giving more detailed consideration to how and where employment-led regeneration and growth can sustainably be accommodated in these areas. Both will contain detailed policies and site specific proposals aimed at strengthening Southend's role as a successful retail and commercial destination, cultural hub and education centre of excellence, leisure and tourist attraction, and place to live. They will also seek to safeguard, conserve and enhance the significant biodiversity, green space and other environmental resources within these areas and on the foreshore, including the issues highlighted in the Appropriate Assessment of this Core Strategy. These location-specific AAPs will then be followed by a Borough-wide Criteria-Based Policies and Site Allocations DPD. When these DPDs are adopted, the adopted Proposals Map for Southend will be revised in order to illustrate geographically the application of their policies.

Policy KP1: Spatial Strategy

As a principal basis for sustainable development in the town, development and investment will be expected to build on and contribute to the effectiveness and integration of the key transport corridors and interchanges.

The primary focus of regeneration and growth within Southend will be in:

- **Southend Town Centre and Central Area** – to regenerate the existing town centre, as a fully competitive regional centre, led by the development of the University Campus, and securing a full range of quality sub-regional services to provide for 6,500 new jobs and providing for at least 2,000 additional homes in conjunction with the upgrading of strategic and local passenger transport accessibility, including development of Southend Central and Southend Victoria Stations as strategic transport interchanges and related travel centres.

In addition, appropriate regeneration and growth will be focussed in the following locations:

- **Seafront** – to enhance the Seafront's role as a successful leisure and tourist attraction and place to live, and make the best use of the River Thames, subject to the safeguarding of the biodiversity importance of the foreshore*.
- **Shoeburyness** – to promote the role of Shoeburyness as a place to live and work, led by the successful redevelopment at Shoebury Garrison, regeneration of local shopping centres and existing industrial estates to secure an additional 1,500 jobs, and providing for 1,400 additional dwellings, linked to improved access, and subject where relevant to the safeguarding of the biodiversity importance of the foreshore*.
- **Priority Urban Areas** – these comprise:
 - a. The District Centres of Westcliff (Hamlet Court Road) and Leigh (Leigh Broadway, Elm Road and Rectory Grove), the Southchurch Road shopping area, and the West Road/Ness Road shopping area of Shoebury;
 - b. The main Industrial/employment areas as identified on the Key Diagram, and
 - c. The Cluny Square Renewal Area.

The relocation of Southend United Football Club stadium to Fossetts Farm area will be supported in principle.

Successful regeneration and growth on the scale planned will require substantial improvements to transport infrastructure and accessibility in the Borough.

A Green Belt will be maintained around the urban area. Minor amendments to the Green Belt boundary may exceptionally be considered where this would enable delivery of specific objectives and policies in this Core Strategy that could not otherwise be achieved in a sustainable manner, and the openness of the remaining Green Belt and its ability to provide effective separation between Southend and neighbouring settlements are maintained.

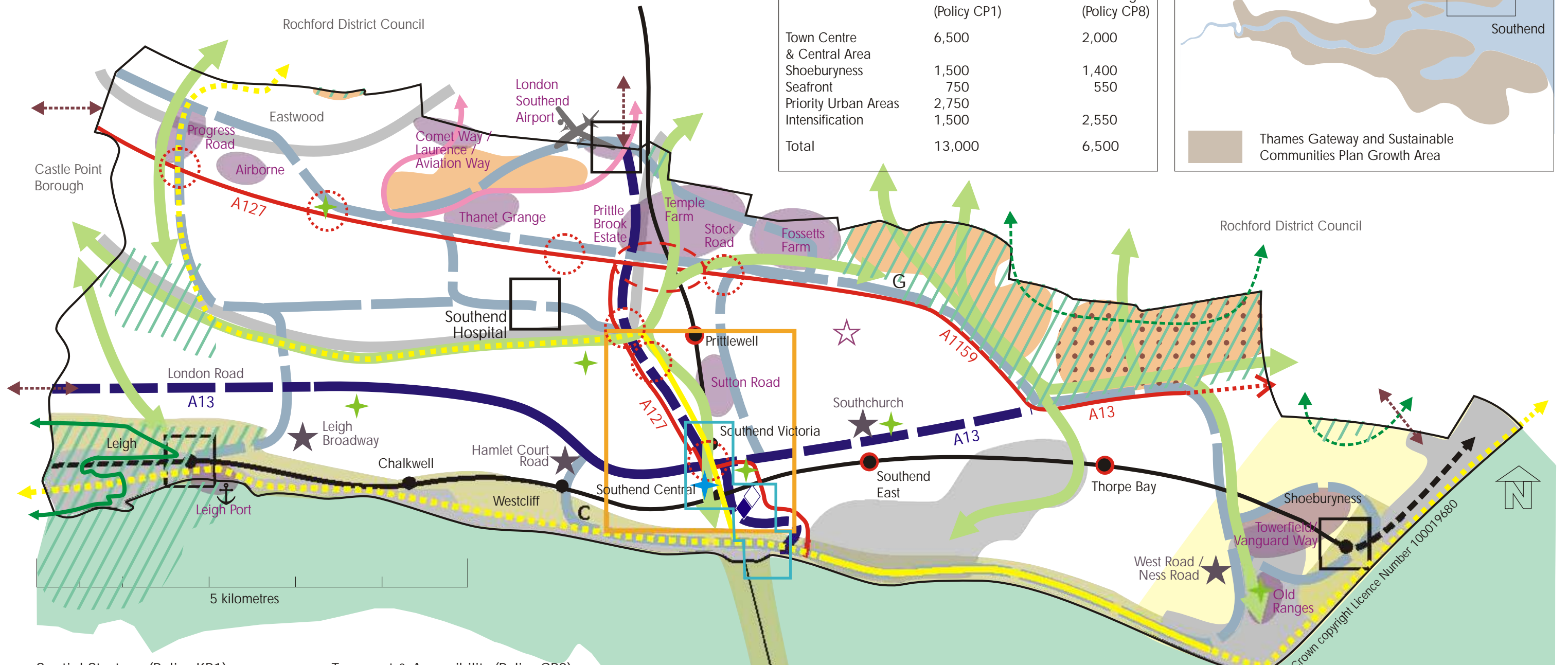
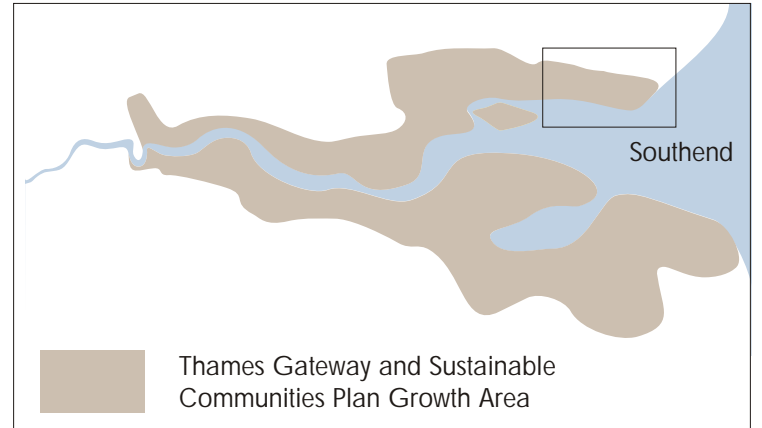
Where the Environment Agency's Flood Zone Maps or other considerations, including the South Essex Strategic Flood Risk Assessment, indicate that a risk of flooding may remain, all development proposals shall be accompanied by a detailed flood risk assessment appropriate to the scale and nature of the development and the risk. Development will only be permitted where that assessment clearly demonstrates that it is appropriate in terms of its type, siting and the mitigation measures

proposed, using appropriate and sustainable flood risk management options which safeguard the biodiversity importance of the foreshore and/or effective sustainable drainage measures.

* in particular ensuring that European and international sites for nature conservation are not adversely affected by any new development. Appropriate and sustainable flood risk management measures will be provided as part of a comprehensive shoreline management strategy.

Southend on Sea Core Strategy - Key Diagram

	Jobs (Policy CP1)	Dwellings (Policy CP8)
Town Centre & Central Area	6,500	2,000
Shoeburyness	1,500	1,400
Seafront	750	550
Priority Urban Areas	2,750	2,550
Intensification	1,500	2,550
Total	13,000	6,500



Spatial Strategy (Policy KP1)

Key Growth & Regeneration Areas

- Southend Town Centre & Central Area (Policy CP2)
- Seafront
- Shoeburyness

Priority Urban Areas

- a) The District Centres of Westcliff and Leigh, the Southchurch Road Shopping Area and the West Road / Ness Road Shopping Area of Shoebury
- b) Industrial / Employment Areas
- c) The Cluny Square Renewal Area

Employment Generating Development

- Leigh Port (Policy CP1)
- Essex University (Policy CP1 & CP6)
- Major Airport (inc. proposed new railway station / interchange) (& Policy CP3)

Transport & Accessibility (Policy CP3)

Existing Provision

- Passenger Transport Corridor (Phases 1 & 2)
- Travel Centre (Phase 1)
- Railway
- SUSTRANS Cycle Network

Proposed Provision

- Southend Regional Transport Node (RTN)
- Key Urban Interchanges
- Upgraded Station / Interchange
- Passenger Transport Link
- Freight Corridor (A127 / A1159)
- Priority Crescent / Cuckoo Corner Highway Improvements (approved scheme)
- Strategic Junction Improvements
- Passenger Transport Corridor (Phases 3 to 6)
- Travel Centre (Phase 2)
- SUSTRANS Cycle Network

Indicative Corridor for Urban Transport - SERT System (bus / guided bus - linked to Passenger Transport Corridor - based principally on existing transport corridors)

- Proposed New Road Link
- Cross boundary Accessibility Issues (See LTP) Includes:
 - Proposed New Road Links
 - Passenger Transport Corridor
 - Park & Ride
 - Airport Regeneration
 - Sustrans Cycle Network

The Environment & Urban Renaissance

- Greenbelt (Policies KP1 & CP4)
- International and National Nature Conservation Designations (Policy CP4)
- Environment Agency Indicative Flood Zone 3 Areas (Policy KP1)*
- * The current indicative floodzone maps do not take account of existing flood defences - see also South Essex Strategic Flood Risk Assessment (SFRA)
- Indicative Green Grid (Key Corridors - including Seafront) (Policy CP4)
- Minerals & Soil Resources (Policy CP5)
 - Best & Most Versatile Agricultural Land
 - Brickearth Deposits

Community Infrastructure (Policy CP6)

- Proposed Primary Care Centres
- Garons Park
- Cliffs Pavilion
- The Pier

Sport, Recreation & Green Space (Policy CP7)

- Hadleigh Castle Country Park
- Proposed Country Park (linked with land within Rochford District)

Implementation & Resources (Policy KP3)

- Area Action Plan DPD's
 - The Town Centre (DPD 3)
 - Southend Seafront (DPD 4)
 - London Southend Airport**
- **to be prepared jointly with Rochford District Council
- Supplementary Planning Documents
 - Shoeburyness (SPD 4)

5 kilometres

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2(ii) Key Development Principles Policy

- 2.8 The Spatial Strategy will provide a platform on which to base regeneration and growth in the town. However, concentrating development in urban areas like Southend requires careful consideration. Building more into a small area could damage the town and its environment, resulting in the loss of vital open spaces, increased congestion and putting services under strain. Making best use of previously developed land is not just about higher densities, it is also about quality development and putting sites and buildings to best use. It is seen as being essential, therefore, to set out key development principles through which all development activity can be encouraged to create good quality buildings and environments, and therefore to deliver sustainable development and an urban renaissance within a realistic timetable.
- 2.9 This Council has a commitment to mainstream 'sustainability' and the principles of 'Urban Renaissance' within all its decision making. In so doing it also recognises that sustainable development is not simply an ecological process but one that involves social, economic and other environmental dimensions. Urban Renaissance is about creating a quality of life that makes living in the town desirable – that includes quality design and development, making better use of land and other natural resources and increasing the sense of community. Quality transport infrastructure is also critical in delivering regeneration, growth and an urban renaissance.
- 2.10 Crime and disorder can also have a significant impact on quality of life in urban areas, and the Borough Council attaches high priority to its duty under Section 17 of the Crime and Disorder Act 1998 to do all that it reasonably can to reduce and prevent further crime and disorder in its area. This reflects the priorities of the wider community as set out in the Southend's Community Plan.
- 2.11 Development and investment in Southend must contribute to creating quality urban environments where there is a diversity of activity, ease of access for everyone to a range of opportunities, and high quality urban design providing local identity and safe environments. There is a need to ensure that future development is sited, laid out and designed in such a way that it reduces the use of natural resources; promotes the use of renewable and recycled resources (including water and energy) in accordance with the Government's objectives on carbon dioxide emissions, energy and resources; avoids or adequately mitigates the risk of flooding, actual or potential pollution impacts, crime and the fear of crime; and provides enhanced environments of ecological and amenity value.
- 2.12 Policy KP2: 'Development Principles' provides flexible but clear principles to ensure that all development and investment activity delivers the commitment and requirements outlined above.

Policy KP2: Development Principles

All new development, including transport infrastructure, should contribute to economic, social, physical and environmental regeneration in a sustainable way throughout the Thames Gateway Area, and to the regeneration of Southend's primary role within Thames Gateway as a cultural and intellectual hub and a higher education centre of excellence. This must be achieved in ways which:

1. contribute to the achievement of, and do not compromise, the Borough Council's Strategic Objectives;
2. make the best use of previously developed land, ensuring that sites and buildings are put to best use;
3. apply a sequential approach to the location and siting of development, particularly having regard to the need to:
 - a. minimise the use of 'greenfield' land;
 - b. avoid or appropriately mitigate flood risk;
 - c. reduce the need to travel;
 - d. ensure good accessibility to local services and the transport network;
 - e. facilitate the use of travel modes other than the private car; and
 - f. safeguard and promote the vitality and viability of existing town and local centres.
4. respect, conserve and enhance and where necessary adequately mitigate effects on the natural and historic environment, including the Borough's biodiversity and green space resources; ensure that European and international sites for nature conservation are not adversely affected and contribute positively towards the 'Green Grid' in Southend;
5. do not place a damaging burden on existing infrastructure;
6. are within the capacity of the urban area in terms of the services and amenities available to the local community;
7. secure improvements to transport networks, infrastructure and facilities;
8. promote improved and sustainable modes of travel;
9. secure improvements to the urban environment through quality design;
10. respect the character and scale of the existing neighbourhood where appropriate;
11. include appropriate measures in design, layout, operation and materials to achieve:
 - a. a reduction in the use of resources, including the use of renewable and recycled resources. All development proposals should demonstrate how they will maximise the use of renewable and recycled energy, water and other resources. This applies during both construction and the subsequent operation of the development. At least 10% of the energy needs of new development should come from on-site renewable options (and/or decentralised renewable or low carbon energy sources), such as those set out in SPD 1 Design and Townscape Guide, wherever feasible. How the development will provide for the collection of re-usable and recyclable waste will also be a consideration.
 - b. avoidance of flood risk, or where, having regard to other sustainability considerations (see Section 2(i) and Policy KP1 above) a residual risk remains, the provision of measures to appropriately and adequately mitigate that risk. All development proposals should demonstrate how they incorporate 'sustainable urban drainage systems' (SUDS) to mitigate the increase in surface water run-off, and, where relevant, how they will avoid or mitigate tidal or fluvial flood risk;

- c. avoidance or appropriate mitigation of actual and potential pollution impacts of development;
- d. a reduction in and prevention of crime. All development proposals should demonstrate how they have used design measures to help reduce crime and create environments that are safe, secure and people friendly;
- e. enhancement to the ecological and amenity value of the environment where appropriate;
- f. would avoid areas of land instability or adequately mitigate potential harmful effects.

All development will need to have regard to the Council's guidance set out in its Supplementary Planning Documents.

2(iii) Key Implementation and Resources Policy

- 2.13 The successful delivery of the Strategic Objectives, Spatial Strategy, and the regeneration of the town and Thames Gateway as a whole will depend on how effectively the provisions of the Core Strategy can be delivered.
- 2.14 Many of the Plan's policies and proposals will be implemented through the development control process of considering planning applications and seeking developer contributions towards the provision of infrastructure related to the development proposed. However, this will not in itself achieve the Aim and Strategic Objectives of the Plan to regenerate Southend. It will be essential to ensure that adequate resources and the right business and market conditions are put into place to maximise the potential of the land and buildings in the town and to bring forward investment and the provision of quality development in its desired form.
- 2.15 This can only be achieved by maximising all funding opportunities and through such initiatives as partnership arrangements with private companies, and with public, voluntary and other agencies, to harness knowledge and expertise, and pool resources; the assembly of 'clean' sites to facilitate development; and positive and effective marketing of the town's facilities and opportunities to create a positive image and act as a catalyst for regeneration and growth.
- 2.16 The Urban Regeneration Company for Southend – 'Renaissance Southend Ltd' – will play the lead role in the delivery of regeneration and growth in the town. The key challenge for the Company will be to create the right conditions to facilitate appropriate sustainable development to meet the growth targets set out in this Core Strategy for jobs and dwellings (Policies CP1 and CP8) with associated infrastructure.
- 2.17 In the light of the European Habitats Directive and the 'Conservation (Natural Habitats, Etc) (Amendment) (England and Wales) Regulations 2006', an 'Appropriate Assessment' has been undertaken which ascertains whether the Core Strategy is likely to have an adverse effect on the integrity of any European or international site, either alone or in combination with other relevant plans or projects. This Habitats Regulations assessment also sets out the sustainability framework that will need to be addressed in the Appropriate Assessment of subsequent, more detailed Local Development Documents, in particular the Seafront AAP, Criteria Based Policies and Site Allocations DPD, and the Shoeburyness SPD, and of any relevant project, scheme or development proposal.
- 2.18 It will also be essential that developers and investors have additional clear guidance for key areas of opportunity and growth, which set and prioritise development objectives, specify phasing, co-ordinate requirements for new infrastructure and services, and identify broad planning obligations that will be expected. More detailed guidance will also be required to elaborate upon the policy and proposals in this plan particularly with regard to design guidance, planning obligations and vehicle parking

standards and will be brought forward through further local development documents in the Local Development Framework (see paragraph 2.7 above).

Policy KP3: Implementation and Resources

In order to help the delivery of the Plan's provisions the Borough Council will:

1. prepare Area Action Plans and Supplementary Planning Documents to ensure development of an appropriate scale, mix and quality for key areas of opportunity and change, including:
 - a. The Town Centre;
 - b. Southend Seafront;
 - c. Shoeburyness and
 - d. London Southend Airport (joint Area Action Plan with Rochford District Council);
2. enter into planning obligations with developers to ensure the provision of infrastructure and transportation measures required as a consequence of the development proposed. This includes provisions such as;
 - a. roads , sewers, servicing facilities and car parking;
 - b. improvements to cycling, walking and passenger transport facilities and services;
 - c. off-site flood protection or mitigation measures, including sustainable drainage systems (SUDS);
 - d. affordable housing;
 - e. educational facilities;
 - f. open space, 'green grid', recreational, sport or other community development and environmental enhancements, including the provision of public art where appropriate;
 - g. any other works, measures or actions required as a consequence of the proposed development; and
 - h. appropriate on-going maintenance requirements.
3. prepare Development Plan and Supplementary Planning Documents, where appropriate, to elaborate upon the policies and proposals in this plan, including more detailed policy and guidance on:
 - a. developer contributions and vehicle parking standards;
 - b. achieving design excellence in all new development; and
 - c. sustainable transport, green space and the Green Grid;
4. require all development to have regard to, and in appropriate cases contribute to the delivery of, the Southend on Sea Local Transport Plan and its reviews where this relates to the development proposed;
5. work in partnership with 'Renaissance Southend' (Urban Regeneration Company) to deliver sustainable regeneration and growth in the Borough;
6. consider the development or use of its own land holdings or the acquisition and management of additional land, where necessary in partnership with the private sector, to bring sites forward for development;
7. seek to use compulsory purchase powers in appropriate circumstances in order to assemble land to enable key development schemes and/or improvements to infrastructure to proceed;
8. require 'Appropriate Assessment' where development may adversely affect national, European and international nature conservation designations;

9. seek to deal expeditiously and within Government Best Value targets with all planning applications. Particular priority will be given to proposals that would generate extra jobs and which build on existing sectoral strengths and create a new enterprise culture.



section three



Section 3 - Employment Generating Development

- 3.1 The Government's central economic objective is to achieve high and stable levels of growth and employment, while ensuring that the benefits of that economic growth can be shared by everyone and so deliver a better quality of life (DEFRA Securing the Future – UK Government Sustainable Development Strategy 2005). The planning system is not, however, solely concerned with maximising competitiveness or wealth creation. The practise of planning for economic development cannot be divorced from the government's broader objectives for land use planning, such as promoting an urban renaissance and social inclusion, minimising the need to travel and promoting sustainable development.
- 3.2 Planning Policy Guidance 4 (PPG4) provides the main national guidance about planning for Industrial and Commercial Development and Small Firms. It aims to encourage continued economic development in a way which is compatible with its stated environmental objectives. PPG4 is currently in the process of being reviewed.
- 3.3 Planning Policy Statement 1 (PPS1) Delivering Sustainable Development states that the government is committed to promoting a strong, stable and productive economy which aims to bring jobs and prosperity for all. It considers that planning authorities should inter alia:
- I. recognise that environmental and social benefits can be delivered by economic development;
 - II. ensure that suitable locations are available for industrial, commercial, retail, public sector (e.g. health and education), tourism and leisure developments, so that the economy can prosper;
 - III. actively promote and facilitate good quality development, which is sustainable and consistent with plans;
 - IV. ensure that infrastructure and services are provided to support new and existing economic development and housing;
 - V. identify opportunities for future investment to deliver economic objectives.
- 3.4 The Regional Economic Strategy (RES), 'A Shared Vision', sets the long-term vision for the sustainable development of the East of England. It sets out how sustainable economic growth can be achieved throughout the east of England. It outlines eight strategic goals to achieve its vision for the region, including:
- I. a skills base that can support a world class economy;
 - II. growing competitiveness, productivity and entrepreneurship;
 - III. high quality places to live, work and visit;
 - IV. social inclusion and broad participation in the regional economy;
 - V. making the most from the development of international gateways and national and regional transport corridors;
 - VI. an exemplar for the efficient use of resources.

- 3.5 The Regional Economic Strategy (RES) should be considered alongside, and sits within, the spatial planning framework provided by the Regional Spatial Strategy, the 'East of England Plan'. Local Development Documents should take account of and facilitate the delivery of the RES. The East of England Plan sets out a spatial distribution of job growth required to achieve the RES and other spatial policy objectives across the region for the period 2001-2021.
- 3.6 The East of England Plan sets out sub-regional policy concerning the Essex Thames Gateway regeneration and growth area. Essex Thames Gateway is given an indicative target of 55,000 net new jobs. An overall aim is to achieve a better alignment in the ratio of jobs to homes so that the proportion of people travelling to work outside the area is materially reduced. Southend is one of the three complementary regeneration areas. Southend should become a cultural and intellectual hub, secure a full range of high quality sub-regional services and facilities and provide for mixed use development to secure new jobs and homes (Policy ETG4). Policy ETG5 of the East of England Plan requires this Core Strategy to provide an enabling context for at least 13,000 net new jobs between 2001 and 2021. Those jobs will come from a wide variety of sectors and will be distributed according to the Spatial Strategy at Policy KP1 and as set out in Policy CP1 below.
- 3.7 Land is a scarce resource in the Borough and economic regeneration and growth is a prime requirement. The Borough Council will therefore, vigorously ensure that proper use is made of land and buildings in Southend so as to provide for the needs of all sectors of the economy. It is essential to help create new jobs and protect existing ones. This will be the focus when considering the use of land and buildings within the town although there will sometimes be situations where the wider regeneration needs of Southend will be better served by replacing poorly located employment uses with other types of development.
- 3.8 Southend's Community Plan contains the priorities and ambitions for the town. It seeks to promote a prosperous local economy which encourages opportunities for learning for all residents and to raise basic skills levels in order to attain a highly skilled work force. It aims to reduce unemployment levels and increase business survival. It also strives for Southend to be a cultural capital of the East of England by 2010 and reaffirms the regional objective of making Southend a higher education centre of excellence.
- 3.9 The Council's in depth scrutiny project "Economic Growth Aspirations for Southend on Sea" (2006) sets out how the Council should utilise its assets, policies, powers and influence to assist in achieving the net additional jobs target of 13,000 additional jobs within a sustainable economic base. It identifies the economic growth areas for Southend based on existing nuclei and clusters of activity, and those that are aligned with a number of sectors identified in the RES:

I. aviation/airport and associate industries;

Southend on Sea Local Development Framework 2001 – 2021

Core Strategy Development Plan Document – December 2007

- II. health and medical industries;
- III. business and financial services;
- IV. cultural and intellectual hub and HE centre of excellence;
- V. tourism and leisure, and long term opportunities from Olympics.

3.10 “Making Culture Count” is the Cultural Strategy for Southend on Sea, providing an overarching strategic vision for the development of Southend’s cultural sector. Its aims and objectives seek to improve health, regenerate the town, increase participation and life-long learning and develop communities through the use and promotion of culture. Its vision is to develop a cultural infrastructure and facilities which are recognised as being of regional significance and which offer demonstrable benefits to everyone who lives in, works in or visits the Borough. It too holds the vision for the town to be recognised as the cultural capital of the East of England by 2010.

3.11 Borough Local Plan employment Policies (E1, E2, E3, E4 and E5) will remain part of the Development Plan for the Borough, pending their review as part of the preparation of a ‘Criteria Based Policies and Site Allocations’ Development Plan Document, as programmed in the Borough Council’s Local Development Scheme.

3.12 Sustainable economic prosperity will depend on building on existing strengths and seizing new opportunities. This includes maximising the contribution of existing employment areas, the Town Centre and Seafront ‘zones of change’ and other ‘Priority Urban Areas’, as well as ‘Key Employment Sites’, and helping businesses to grow locally.

3.13 Policy seeks, therefore, to deliver a distribution of investment and development reflecting national, regional, sub regional and local policy, based on the following approach:

- I. reinforce and restructure Southend’s industrial areas and economic base;
- II. support the provision of incubator units, ‘grow-on’ space and larger facilities for new and established businesses;
- III. ensure that the area is well connected to the information and communications technology network in order to take advantage of the opportunities for attracting high tech industries to the town;
- IV. secure the physical infrastructure needed to maximise the town’s role as the cultural and intellectual hub and centre of education excellence in the Thames Gateway and the impact of the new Higher Education/University campus as a driver for both economic and community regeneration;
- V. maximise the role of the Town Centre as a catalyst in the town’s regeneration through the implementation of a town centre renewal package with emphasis on refocusing of retail opportunities, a major expansion of town centre housing and

an expansion of the town's leisure and cultural provision, including the renaissance of the sea frontage;

- VI. secure a vibrant and well served culture and tourism industry within the town, including the consideration of promoting and developing the town as a Hotel and Conference Resort with high quality hotels, casinos and associated facilities, providing broad-based leisure and tourism facilities;
 - VII. support the future potential of London Southend Airport as a key driver for economic development;
 - VIII. secure the best use of the River Thames as an asset for transport, leisure and business, subject to the safeguarding of the biodiversity importance of the foreshore;
 - IX. realise the full potential of land at Shoeburyness in association with improved transport access;
 - X. harness Southend's existing entrepreneurial culture, build on existing sectoral strengths such as tourism and culture, and promote the growth of related technology and knowledge based industries, including those related to environmental technologies and centres of sporting excellence, research and development.
- 3.14 It is an approach which has been clearly and widely supported and developed through pre-submission community involvement. This policy will in turn be supported by policies and proposals in a 'Planning Obligations and Vehicle Parking Standards' Development Plan Document, Town Centre and Seafront Area Action Plans, Joint Area Action Plan for Southend Airport and a 'Criteria Based Policies and Site Allocations' DPD, which will subsequently be prepared as an integral part of the Local Development Framework for Southend.

Policy CP1: Employment Generating Development

Provision is made for not less than 6,500 net additional jobs by 2011, and not less than 13,000 net additional jobs by 2021, distributed⁶ as follows:

	2001-2021	Per Annum
Town Centre and Central Area	6,500	325
Shoeburyness*	1,500	75
Seafront**	750	37.5
Priority Urban Areas***	2,750	137.5
Intensification****	1,500	75
TOTAL	13,000	650

* Further detailed guidance into development in Shoeburyness will be provided in the "Shoeburyness SPD".

** 'Seafront': subject to the safeguarding of the biodiversity importance of the foreshore

*** Priority Urban Areas these comprise the District Centres of Westcliff and Leigh, the Southchurch Road shopping area and the West Road/Ness Road shopping area in Shoebury, together with the town's main industrial estates/employment areas as identified on the Key Diagram and listed at paragraph 2.4. Those Priority Areas falling within the boundaries of proposed Area Action Plans and Supplementary Planning Documents provide a jobs contribution towards these areas rather than the 'Priority Urban Areas' category.

**** In broad terms, intensification takes into account the modern forms of working such as home working and 'hot desking' as well as small scale employment generating mixed use development within the community.

Development proposals involving employment must contribute to the creation and retention of a wide range of jobs, educational and re-skilling opportunities. Employment generating development should be located using a sequential approach in accordance with the spatial priorities and roles set out in Policies KP1 and CP2. Offices, retailing, leisure and other uses generating large numbers of people should be focussed in the town centre. Industrial and distribution uses will be supported on existing and identified industrial/employment sites, where this would increase employment densities and/or reinforce their role in regeneration.

Permission will not normally be granted for development proposals that involve the loss of existing employment land and premises unless it can be clearly demonstrated that the proposal will contribute to the objective of regeneration of the local economy in other ways, including significant enhancement of the environment, amenity and condition of the local area. To promote economic regeneration, development will be expected to:

1. enhance the town's role as a cultural and intellectual hub, a higher education centre of excellence, visitor destination and cultural centre;
2. provide for the development and growth of appropriate technology and knowledge based industries, including the provision of business innovation/incubator centres with linkages to HE and University facilities and existing centres of excellence;
3. improve opportunities for small and medium enterprises in all economic sectors, especially those reflecting the vision and strategy for Essex Thames Gateway, including healthcare; education, sports, culture, leisure and tourism, and regionally and locally significant clusters;

⁶ The figures and phasing have been derived from partnership working with TGSE and ODPM as part of the sustainable communities agenda and growth areas and resulted from "ZAP" and "ZOC" work. The figure will overcome existing deficit – unemployment levels and provide a future balance with housing figures
Southend on Sea Local Development Framework 2001 – 2021

4. support the town's regional potential to develop as a Hotel and Conference Resort with high quality hotels, casinos and broad-based leisure and tourism facilities;
5. contribute to the regeneration and development of existing and proposed employment sites; the Town Centre and Seafront; existing industrial areas and other Priority Urban Areas;
6. improve the vitality and viability of Southend town centre, the district centres of Leigh and Westcliff and smaller local centres;
7. support the future potential of London Southend Airport and the regeneration of Leigh Port;
8. improve the level of service of broadband infrastructure and other state of the art information communication technology – including maximising the opportunities of the pan-European fibreoptic network.

The Council will monitor and assess the delivery of both the transport infrastructure priorities set out in the RTS (Regional Transport Strategy) and Southend LTP (Local Transport Plan) and the employment targets required by this policy. Failure to achieve employment targets set for 2011 and thereafter may trigger a review of the Core Strategy to assess whether the phasing and further release of the housing provisions set out within Policy CP 8 should be delayed until a better alignment of employment, infrastructure and dwelling provision is secured and maintained. In order to remain in general conformity with the East of England Plan (Policy H1), and to ensure that there is sufficient housing provision in Southend on Sea to meet the East of England's Plan's housing allocation (2001 – 2021), the 6,500 net additional dwellings will not, however be phased beyond the 2021 end date of this plan.

Core Policy CP1: Employment Generating Development - Monitoring and Implementation Framework

Core Indicator	Policy Indicator	Target/direction	Strategic Objective	SA/SEA Objective	Delivery Body(ies)
Total number of net additional jobs created to meet RSS requirements	Inter-Departmental Business Register (IDBR)	Total 13 000 net additional jobs by 2021 and/or 650 net additional jobs per annum	SO1, SO2, SO3, SO4, SO5, SO8, SO11, SO13, SO15	<ul style="list-style-type: none"> ▪ Maintenance of high and stable levels of economic growth and employment 	SBC, RSLtd, TGSE partnership, Industrial and business sectors, EEDA
Amount for jobs and employment floorspace meeting local regeneration and economic sectors' needs	(i) Total number of net additional jobs created, by sector, within the plan period (temporally) and within specified areas (spatially) as described in Policy CP1 (ii) Amount of floorspace developed for employment by type (iii) Amount of floorspace developed for employment by type, in employment or regeneration areas	6,500 net additional jobs by 2011 and not less than 13,00 net additional jobs by 2021 distributed spatially as described in the table in Policy CP1	SO1, SO2, SO3, SO4, SO5, SO10, SO13, SO17	<ul style="list-style-type: none"> ▪ Maintenance of high and stable levels of economic growth and employment ▪ Social progress which recognises the needs of everyone ▪ Effective protection of the environment 	SBC, RSLtd, TGSE Partnership, Industrial and Business investors, EEDA, Development Industry
Amount of employment land meeting regeneration and local economic sectors' needs	(i) Employment land available by type	(i) No new greenfield employment land to be released until regeneration needs and priorities have been met (ii) & (iii) Not more than 10% (hectares) of existing employment land in employment and regeneration areas lost to non employment uses	SO1, SO2, SO3, SO4, SO5, SO10, SO13, SO17	<ul style="list-style-type: none"> ▪ Maintenance of high and stable levels of economic growth and employment ▪ Social progress which recognises the needs of everyone 	SBC, RSLtd, TGSE Partnership, Industrial and Business investors, EEDA, Development Industry
	(ii) Amount of employment land lost in employment and regeneration areas				
	(iii) Amount of employment land lost to residential development				



section four



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Section 4 - Town Centre and Retail Development

- 4.1 National planning policy is set out in particular in Planning Policy Statement 6 (PPS6), Planning for Town Centres. This requires local planning authorities, through their development plans, to implement the Government's objectives by planning positively for the growth and development of existing centres, promoting their vitality and viability, focusing development in them, and encouraging a wide range of services in a good environment, accessible to all.
- 4.2 Provision should be made for a range of shopping, leisure and local services, which allow genuine choice to meet the needs of the entire community, particularly excluded groups, and which remedy deficiencies in provision in areas with poor access to facilities. The economic growth of regional, sub-regional and local economies should also be promoted through such action.
- 4.3 Planning Policy Statement 6 (PPS6) states that local planning authorities should therefore:
- I. develop a hierarchy and network of centres;
 - II. assess the need for further main town centre uses and ensure there is the capacity to accommodate them, and
 - III. focus development in, and plan for the expansion of, existing centres as appropriate.
- 4.4 Similarly, the emerging Regional Spatial Strategy, the East of England Plan, states that thriving, vibrant and attractive town centres are fundamental to the sustainable development of the region and will continue to be the focus for investment, environmental enhancement and regeneration (Policy SS6). Within the RSS structure of retail centres, Southend is identified as a major regional centre, whilst other town and local centres that complete the structure locally will be defined in Local Development Documents (Policy E5).
- 4.5 Policy E9 also requires new retail development to be located in existing centres and to be consistent in scale with the size and character of the centre and its role in the regional structure. It also requires local development documents to propose development and enhancement of retail and services to implement sustainable regeneration and growth, in accordance with sub-regional strategies and policies.
- 4.6 The relevant sub-regional strategy and policy for Essex Thames Gateway is set out in the East of England Plan (Policy ETG1) and reflects the vision and strategy of the Thames Gateway South Essex Partnership. It is to develop Southend as a cultural and intellectual hub and a higher education centre of excellence, with a focus on the regeneration of Southend Town Centre to secure a full range of quality sub-regional services and facilities providing 6,500 new jobs and 1,650 additional homes.

- 4.7 The regeneration of Southend Town Centre is also a key priority at the local level, together with the reduction of unemployment and an increase in the range of local job opportunities in the town, identified by the local community through the Local Strategic Partnership's Community Plan.
- 4.8 The Southend on Sea Retail Study was undertaken in 2003, and provides detailed information to help guide the implementation of the Government's objectives and take forward the strategic context outlined above at the local level to cover the period to 2016. Based on its findings, the Study Report provides recommendations with regard to the level of different shopping needs in the Borough, and how these needs can appropriately be met.
- 4.9 In particular, the Study concluded that:
- I. Southend Town Centre functions successfully, and should continue to function, as a sub-regional comparison shopping destination. In order to maintain that function and its position in the hierarchy, however, the Town Centre should develop further, and preferably in depth to counter-act its current linear nature, with additional modern town centre comparison goods floorspace. There is scope for approximately 21,000 sq metres of such additional floorspace in the period up to 2016;
 - II. the District Centres of Westcliff and Leigh are now functioning more strongly, serving convenience, comparison and service needs of the neighbouring communities. However, there is little or no scope for significant additional floorspace in these centres, and any expenditure growth generated in the foreseeable future should be used to support the vitality and viability of existing floorspace;
 - III. other centres in the Borough serve a more local function, primarily providing main and top-up food and convenience shopping and local service needs;
 - IV. overall, the main foodstores in the Borough provide relatively comprehensive provision. There is, however, a qualitative (geographical) deficiency to the east of the town centre, in the vicinity of Southchurch and Thorpe Bay. There is also evidence of over-trading in certain main foodstores, and capacity for some 5,000 sq metres of net additional floorspace across the Borough as a whole in the period to 2016, including the provision of one additional main foodstore, preferably located to meet the identified qualitative deficiency;
 - V. there is a specific issue with regard to the provision of 'bulky goods' facilities, where the range and choice in the Borough is limited, with many stores small and dated and significant leakage of expenditure from the Southend catchment area to competing destinations. There is therefore considerable quantitative and qualitative scope for additional such facilities, to support additional expenditure growth, improve the facilities available, achieve clawback of expenditure leakage, and make provision appropriate to a major regional centre. Capacity for up to about 30,000sq metres (including commitments) based on out of centre format stores was considered to exist.

- 4.10 However the Southend on Sea Retail Study predates the Governments new retail guidance (PPS6) which makes no distinction between comparison and bulky goods floorspace. A single comparison goods floorspace estimate only should be provided.
- 4.11 As the Southend on Sea Retail Study is based on an earlier assessment of shopping patterns, an early review of the Study is needed to update and roll forward its finding to cover the period to 2021 and to take account of more up to date retail evidence, some of which suggests that retail demand/potential in the Borough has grown reflecting the next phase of its regeneration and growth.
- 4.12 However, the Southend on Sea Retail Study is a bespoke household survey based study providing a comprehensive retail assessment to 2016. It is a sound basis for guiding retail provision in the Borough pending a review of its provisions.
- 4.13 The figures in the Study have been adjusted to take account of existing commitments at 31st March 2006 and, in the case of comparison goods, of the different trading densities of Town Centre and out of town stores. The indications are that in the order of 24,000 to 28,000 square metres net of additional comparison goods floorspace and between 3,000 and 3,500 square metres net of additional convenience goods floorspace is required in the Borough between 2006 and 2016.
- 4.14 In the light of the evidence base provided by all the above, Policy CP2 below provides a core strategic policy to give local application to Government objectives, regional and sub-regional strategy and identified local needs and priorities. This policy is primarily spatial in its approach, in order to plan positively for the growth and development of existing centres, in particular Southend Town Centre, and to complement the more 'criteria based' approach of national and regional policy set out in PPS6 and East of England Plan, which will also apply to the consideration of town centre and retail development in the Borough.
- 4.15 Options for such a spatial approach include:
- a. focusing all development in a regenerated Southend town centre;
 - b. spreading development more widely but only within existing centres;
 - c. directing development to new locations outside existing centres.
- 4.16 Considerations of sustainability, the continued vitality and viability of existing centres, and national and regional policy (including the development of Southend as a major regional centre) point clearly to a combination of options a) and b) as the most appropriate. However, it must also be recognised, having regard to identified local needs and opportunities, that it may not always be possible to meet these needs within those options. This relates in particular to the provision of an appropriate range, quality and choice of 'bulky goods' facilities, identified in the Southend-on-Sea Retail Study as a specific issue needing to be addressed. It may be necessary to allow for these in other locations (an element of option c), where there are existing retail offers if no suitable sites are available in existing centres.

4.17 Policy CP2 below seeks to reflect these considerations in its sequential preferences and in the tests that proposals elsewhere would need to meet. It replaces the following development plan policies in the adopted Southend-on-Sea Borough Local Plan:

Policy S2 – Southend Town Centre
Policy S3 – Large Shopping Developments
Policy S4 – Retail Markets
Policy S6 – Fringe Commercial Areas

Borough Local Plan Policies S1, S5, S7, S8 and S9 will remain part of the Development Plan for the Borough, pending their review as part of the preparation of a 'Criteria Based Policies and Site Allocations' Development Plan Document, as programmed in the Borough Council's Local Development Scheme.

Policy CP2 - Town Centre and Retail Development

Southend Town Centre will remain the first preference for all forms of retail development and for other town centre uses attracting large numbers of people, as set out in relevant national planning policy, the East of England Plan and local strategies and plans. It will be supported and developed in accordance with the spatial strategy set out in Policy KP1:

- as a regional centre providing the full range of high quality sub-regional services and facilities required to meet the needs of Essex Thames Gateway for higher order retail, leisure, cultural and higher education services, for office-based employment, and for higher quality mixed use development to secure new jobs and homes;
- as the key focus and driver for the regeneration of Southend, and
- as a priority location for urban renaissance.

The centres of Westcliff (Hamlet Court Road) and Leigh will be supported as District Centres providing a range of local comparison shopping, convenience shopping and services to the neighbouring communities.

Existing centres elsewhere will be supported as local centres only, meeting chiefly the day to day convenience needs of their local communities.

Town centre and retail development should be located within these centres, should contribute to their vitality and viability, and must be appropriate to the function, size and character of the centre concerned, in accordance with the above hierarchy and priorities.

In order to maintain and promote the vitality and viability of these centres their functions in the retail hierarchy, their roles and priorities in the regeneration of the Borough, and to meet forecast quantitative shopping needs and currently identified qualitative deficiencies, provision for retail development in Southend will be delivered through the Regeneration Framework and Masterplans of Renaissance Southend Limited (RSL), supporting and supported by the Local Development Framework as follows:

- additional comparison goods floorspace, to be located in accordance with the sequential preference:
 1. within Southend Town Centre;
 2. on the edge of Southend Town Centre, where the development will contribute to and not prejudice achievement of the regeneration and urban renaissance objectives for the Town Centre.

An Area Action Plan for the Town Centre, and the work to inform it through RSL's Central Area Masterplan, will set out the detailed proposals for delivering the additional floorspace required to meet forecast needs;

3. the consolidation, improvement and modernisation of existing floorspace and its environment within the District Centres of Westcliff and Leigh, in order to provide and maintain a range of shopping, services and facilities for the neighbouring communities. The provision of significant additional retail floorspace within these centres, will not, however, be supported;

4. within other existing centres to support their role as local centres only, where the development is in keeping with the function and scale of the centre concerned.

• additional convenience goods floorspace, to be located in accordance with the following sequential preference:

1. within Southend Town Centre;
2. on the edge of Southend Town Centre, where the development will contribute to and not prejudice achievement of the regeneration and urban renaissance objectives for the Town Centre;
3. expansion of provision in other existing centres, where the development is in keeping with the function and scale of the centre concerned, to facilitate their improvement, modernisation and adaptation, and to meet locally generated needs;
4. within the area bounded by the Southend Town Centre to the west, Southchurch (A13) to the north, Lifstans Way to the east and Marine Parade/Eastern Esplanade to the south to meet an identified qualitative deficiency.

Any proposal not in accordance with the above hierarchy and sequential preferences will be required to demonstrate that:

1. there is a need for the proposed development, and in particular that it would contribute to meeting the development needs and objectives set out in this policy or, where it seeks to demonstrate other need to be met, it would not prejudice the achievement of those needs and objectives, or the wider strategic objectives of this Core Strategy;
2. it would not prejudice the role of Southend Town Centre as a regional centre and, in all its functions, as the key driver of regeneration in the Borough and its urban renaissance;
3. a sequential approach and test has been rigorously followed in the selection of the site, in accordance with national planning policy and the sequential preferences set out in this policy; and
4. there are no unacceptable impacts on any other existing centres.

The Council will undertake an early review of the Southend Retail Study to update and roll forward its provisions to cover the period to 2021. It will subsequently monitor and manage the provision of retail and other town centre development within Southend, and the evidence base supporting the assessment of future needs, to ensure that those needs, and the objectives for the regeneration of the Borough and an urban renaissance of the Town Centre, are met.

Core Policy CP2: Town Centre and Retail Development – Monitoring and Implementation Framework

Core Indicator	Policy Indicator	Target/direction	Strategic Objective	SA/SEA Objective	Delivery Body(ies)
Percentage of completed retail, development in existing centres (Floorspace)	(i) Total amount of net additional comparison retail, floorspace developed	(i) 24,000 to 28,000 sqm net of additional comparison goods floorspace in the Borough 2006 and 2016	SO1, SO2, SO4, SO5, SO8, SO10, SO13, SO14, SO15	<ul style="list-style-type: none"> • Maintenance of high and stable levels of economic growth and employment • Social progress which recognises the needs of everyone 	SBC, RSL,td, TGSE, EEDA, Retail Sector, Development Industry
	(ii) Total amount of net additional convenience floorspace developed	(i) Up to 3,000 to 3,500sqm net of additional convenience goods floorspace in the Borough between 2006 and 2016	SO1, SO4, SO5, SO8, SO13, SO14, SO15	<ul style="list-style-type: none"> • Maintenance of high and stable levels of economic growth and employment • Social progress which recognises the needs of everyone 	SBC, RSL Ltd, TGSE, EEDA, Retail Sector, Development Industry
Amount of retail floorspace completed in accordance with sequential preferences	Total amount of completed retail floorspace development not in accordance with the sequential preferences in CP2	nil	SO8	<ul style="list-style-type: none"> • Social progress which recognises the needs of everyone 	



section five

travel



Section 5 - Transport and Accessibility

- 5.1 National planning policy in relation to transport issues is set out in Planning Policy Guidance Note 13 (PPG 13, March 2001) and the Government's overall transport strategy 'The Future of Transport' (July 2004). The latter takes forward the strategy originally set out in the Government's 'Ten Year Plan for Transport' published in 2000. These policy documents seek to ensure that society can benefit from greater mobility and access, whilst minimising the impact on other people and the environment, now and in the future.
- 5.2 National policy identifies that key to delivering improvements in transport are the integration of transport and land use planning. Regard must therefore be had to the emerging Regional Transport Strategy (RTS), which forms part of the East of England Plan. It is also vital that land use planning is complementary to and delivers key aspects of the Southend Local Transport Plan (LTP). The Second LTP (March 2006) has been prepared as an integral part of the development of this Core Strategy DPD to ensure an integrated approach.
- 5.3 The London to Southend Movement Study (LOTS)⁷, Southend Local Transport Plan and local traffic data⁸, clearly illustrate that Southend already suffers from severe traffic congestion and related transport and accessibility problems, caused by a legacy of under investment resulting in an infrastructure deficit. It is therefore essential that effective improvements to all the town's transportation networks, including infrastructure and facilities, are achieved. This will be of paramount importance if the housing allocations and jobs growth sought by Government are to be successfully met in a balanced and sustainable way to achieve the regeneration of Southend and wider Thames Gateway as a national and regional priority.
- 5.4 Without such improvements the economic potential of the area cannot be realised and the development of sustainable communities achieved. Improving the transport infrastructure will be particularly crucial to unlocking the full development potential of a number of key identified regeneration sites and to realising new jobs and housing targets to meet the objectives of the Government's Sustainable Communities Plan.
- 5.5 The transportation problems facing Southend and wider Essex Thames Gateway identified in the LOTS Study can be summarised as follows:
- I. significant parts of the existing road network and rail infrastructure are already at capacity;
 - II. if current travel patterns continue, the existing road and public transport networks have insufficient capacity to cater for any substantial growth; and

⁷ London to Southend Movement Study (LOTS, May 2004) - Hyder Consulting Limited on behalf of Thames Gateway South Essex Partnership. Study commissioned following identification of need for transport study between London and Southend in approved Regional Planning Guidance for South-East England (RPG 9, March 2001 - paragraph 9.36).

⁸ Traffic Flow Monitoring Report and Highways Network Capacity Study - Essex County Council (2005) Southend on Sea Local Development Framework 2001 – 2021

- III. to retain the existing infrastructure and cater for substantial growth, a significant modal shift would be required from the car to public transport of up to 50%.
- 5.6 Having regard to these findings the LOTS Study identifies the need for:
 - I. a 'step change' in transportation provision;
 - II. a combination of highway and public transport infrastructure improvements;
 - III. complementary land use planning and transport policies; and
 - IV. a programme of investment to 2021 in the region of £1.6billion (this programme does not include potential improvements required for a fully developed container port at Shell Haven or a Lower Thames Crossing).
- 5.7 Although the scale of this investment is large, LOTS identifies that the consequences of not providing for these changes will be:
 - I. the likelihood of regeneration or new development occurring in Essex Thames Gateway will be small; and
 - II. the objectives of the Government's Sustainable Communities Plan will not be realised.
- 5.8 These transportation problems are recognised in the draft East of England Plan. The Regional Transport Strategy sets out in Policy T15 the investment priorities for the region, including Essex Thames Gateway. It will be critical that these are implemented within the Plan period to ensure effective planning and the achievement of sustainable communities. Policy KP1 of this Core Strategy emphasises that substantial improvements in transport infrastructure and accessibility will be required if successful regeneration and growth are to be achieved.
- 5.9 The Regional Transport Strategy also identifies the following additional policy objectives that are of most significance to Southend:
 - I. Policy T5 identifies Southend as a Regional Transport Node (RTN) where significantly enhanced levels of public transport provision will be sought;
 - II. Policy T12 seeks to improve access to the region's airports, and that airport surface access facilities reinforce the shift to more sustainable travel; and
 - III. Policy T6 identifies the strategic and regional road network where investment in improvements and public transport services (Policy T13) together with the management of the road network (Policy T8) will be focussed. This includes both the A127/A1159 and A13.
- 5.10 Key to the future delivery of transport and infrastructure improvements is the establishment of the TGSE Transportation Delivery Board. This has brought together the three Highway Authorities in Essex Thames Gateway (Essex, Thurrock and Southend) with the shared objective of delivering transport improvements in partnership with a wide range of organisations, including Thurrock Urban Development

Corporation, the Urban Renaissance Partnerships for Basildon and Southend's Urban Regeneration Company, Renaissance Southend Ltd.

- 5.11 To guide its future work and priorities the Board has produced the 'Thames Gateway South Essex Business Plan for Transport' (November 2005) which sets out an agreed transportation strategy for Essex Thames Gateway based on the findings of LOTS and RTS provisions. This seeks to secure major improvements to the sub-regional road and rail transport network to achieve improved accessibility and quality linkages with the regional and national networks. A key objective is to achieve the development of a state of the art rapid transport system based on the main transport hubs - 'South Essex Rapid Transport System' (SERT). Feasibility studies are already being progressed on the potential for such a system.
- 5.12 The Essex Thames Gateway transport strategy provides the framework for the Southend LTP strategy and forms an integral part of this Core Strategy DPD Key Diagram.
- 5.13 Of crucial importance in the Business Plan is the identification of the infrastructure funding deficit between LTP funding provisions and the need for significant investment in transport to achieve the 'step change' in provision required to secure the sustainable regeneration of Southend and Essex Thames Gateway. One of the major challenges facing the TGSE Transport Delivery Board will be to make the best use of existing resources and to seek additional funding sources to improve transport infrastructure within Southend and the Essex Thames Gateway, in particular by means of:
- I. European funding;
 - II. the Transport Innovation Fund;
 - III. Demand Management; and
 - IV. Planning Obligations.
- 5.14 Whilst demand management is a crucial tool in providing for effective and efficient transport planning, the scale of the transportation problems in Essex Thames Gateway is such that demand management alone will not realistically solve the problems. As such there is no escaping the need for significant investment in transport infrastructure and services.
- 5.15 It is therefore vitally important that development makes an appropriate contribution to the funding of related transport infrastructure and services as identified in this Core Strategy DPD and the Southend Local Transport Plan and its subsequent reviews, where this relates to the development proposed. This will be achieved by means of Planning Obligations. These provisions will be detailed in DPD2 'Planning Obligations and Vehicle Parking Standards', to be prepared as the second DPD priority in the Local Development Framework.
- 5.16 Policy CP3 reflects the above considerations by seeking a 'step change' in transport provision and improvements necessary to unlock the development and economic potential of the town and so deliver national and regional objectives for the

Southend on Sea Local Development Framework 2001 – 2021

Core Strategy Development Plan Document – December 2007

sustainable regeneration and growth of Southend. Improvements to accessibility, transport corridors, interchanges, and sustainable transport modes are particularly key. Transport corridors also have the potential to contribute to the development of the 'Green Grid' across Essex Thames Gateway (see Section 6). Due to Southend's geographical location, accessibility improvements will also be dependent on actions taken outside the Borough. The Council will therefore continue to play an active role in the work of the TGSE Partnership and Transportation Delivery Board and working in partnership with other key agencies and bodies to achieve real transport changes.

5.17 The Policy replaces the following development plan policies in the adopted Southend on Sea Borough Local Plan:

Policy T4 - B1013 Link and Eastwoodbury Lane
Policy T5 - Sutton Road
Policy T9 – Town Centre Parking (off street)

5.18 Borough Local Plan policies T1 (Priorities); T2 (A127); T3 (A13 and related routes); T6 (A1159 Priory Crescent); T7 (Seafront Access); T8 (Traffic Management and Highway Safety); T10 (Town Centre Parking - On Street); T11 (Parking Standards); T12 (Servicing Facilities); T13 (Cycling and Walking); T14 (Public Transport); T15 (Interchange Facilities); T16 (Commuter Car Parking); and T17 (Southend Airport) will remain part of the Development Plan for the Borough, pending their review as part of the preparation of Development Plan Documents (DPD2 - 'Planning Obligations and Vehicle Parking Standards'; DPD3 - 'Town Centre Area Action Plan'; DPD4 - 'Seafront Area Action Plan'; DPD5 - 'Criteria Based Policies and Site Allocations', as programmed in the Council's Local Development Scheme.

Policy CP3: Transport and Accessibility

Improvements to transport infrastructure and services will be sought in partnership to secure a 'step change' in provision to achieve a modern integrated transport system necessary to unlock key development sites and to secure the sustainable jobs led regeneration and growth of Southend. This will be achieved by:

1. improving the road and rail network to deliver improvements to accessibility, traffic flows, travel choice and freight distribution. In particular by:
 - a. improving the A127/A1159 east-west strategic transport and freight corridor including junction improvements at Progress Road, Kent Elms, The Bell, Cuckoo Corner, Sutton Road, Fairfax Drive, East/West Street and Victoria Circus;
 - b. improving accessibility to key development opportunity sites, including improved access to Shoeburyness and London Southend Airport to support the potential of the Airport to function as a catalyst for economic growth;
 - c. providing for the development of high quality transport interchanges at Southend (Southend Regional Transport Node*) and the key urban interchanges at Leigh Railway Station, Shoeburyness Railway Station, Southend Hospital and London Southend Airport;
2. widening travel choice, particularly by car share, rail, bus, including social transport, taxi, cycling and walking, including the development of 'showcase' bus priority corridors and completion of the national and regional Sustrans cycle routes;
3. making provision and safeguarding appropriate corridors/land for new modes of passenger transport, such as the 'South Essex Rapid Transit' (SERT) system and potential for 'park and ride' schemes;
4. realising the potential of the River Thames to function as a sustainable transport corridor, including improved access to Leigh Port, subject to environmental considerations;
5. providing for state of the art communications, signing and intelligent transport management systems, including maximising the opportunities of the pan – European fibre optic network;
6. safeguarding and enhancing the environment of 'Environmental Rooms', as defined in the Southend Local Transport Plan; and
7. improving road safety, quality of life and equality of access for all.

Development proposals will be required to contribute to the implementation of the above transport improvements and the provisions of the Southend on Sea Local Transport Plan and its subsequent reviews where such contributions would be related to the development proposed and necessary for the development to proceed.

Higher density development and/or proposals which would generate large traffic movements or which are of sub-regional importance, will be directed to those areas well served by a range of transport modes and in particular to areas close to the Southend Regional Transport Node. All development will

* Southend Regional Transport Node comprises Southend Victoria Railway Station, Southend Central Railway Station and Southend Travel Centre .

need to reduce sole reliance on the car for accessibility having regard to the Council's Local Development Documents relating to:

- a. Planning Obligations and Vehicle Parking Standards' (DPD2); and
- b. Sustainable Transport' (SPD2).

The Council will monitor and assess the delivery of the transport infrastructure priorities set out in both the RTS (Regional Transport Strategy) and Southend LTP (Local Transport Plan). Failure to achieve clear improvements to transport infrastructure and accessibility to and within the town may trigger a review of the Core Strategy to assess whether further new housing and perhaps other development should be delayed until towards the end of the plan period.

Core Policy CP3: Transport and Accessibility - Monitoring and Implementation Framework					
Core Indicator	Policy Indicator	Target/direction	Strategic Objective	SA/SEA Objective	Delivery Body(ies)
Percentage of new non-residential development (minimum floorspace 1,000 sq. metres) on sites complying with parking standards	Total number of commercial/industrial units built	Target to be set in DPD 2 (Planning Obligations and Vehicle Parking Standards)	SO4	<ul style="list-style-type: none"> Effective protection of the environment Prudent use of natural resources 	SBC, Development industry
Number of key transport infrastructure schemes completed which improve accessibility and sustainable transport provision	Total number of key transport infrastructure schemes completed within the plan period as described in Policy CP3 and Draft East of England Plan Policy TG/SE3 and Policy T17 (Table 8.3)	Year on year improvement in transport infrastructure provision	SO4, SO8, SO9, SO10, SO11, SO12, SO18, SO19	<ul style="list-style-type: none"> Social progress which recognises the needs of everyone Effective protection of the environment Maintenance of high and stable levels of economic growth and employment 	SBC, RSLtd, transport operators, development industry. Essex County Council (adjoining Southend as part of Thames Gateway South Essex initiatives), Central Government / Highways Agency
New residential development to be within 30 minutes public transport time of key community facilities	Total number and location of residential units built	All new residential development to be located within 30 minutes public transport time of a GP, a hospital, a primary school, a secondary school, areas of employment, and a major retail centre(s) ¹	SO4;SO7;SO13, SO19	<ul style="list-style-type: none"> Social progress which recognises the needs of everyone Prudent use of natural resources 	SBC (development control), development industry
Reduce congestion on strategic road network	Traffic counts on defined traffic cordons in Borough	Reduction in average vehicle delay (seconds lost per vah-km) on strategic roads (A127, A1159, A13) during a typical AM peak hour, by 9% in 2010/11	SO4, SO8, SO9, SO10, SO11,	<ul style="list-style-type: none"> Effective protection of the environment Prudent use of natural resources Maintenance of high and stable levels of economic growth and employment 	SBC, transport operators, Essex County Council (adjoining Southend as part of Thames Gateway South Essex initiatives), Central Government / Highways Agency

¹ Specific targets relating to accessibility for 16-19 year olds have been set in the Accessibility Strategy as part of the Second LTP. In consultation with Essex County Council a shared target has been set reflecting the importance of Southend as a regional hub for education and the strong cross border movements as students travel into the Southend area from Essex.



section six



Section 6 - The Environment and Urban Renaissance

- 6.1 People care deeply about their local area. They expect good quality design in new development, renovation schemes, and streets and urban spaces, whilst equally wishing to safeguard an area's local character, amenity and appeal. Interesting and innovative buildings, quality streets, good relationships between new and existing development, the use of public art and soft and hard landscaping can all help to develop local identity and create places which people are proud of. Indeed the application of urban design principles and values - 'the art of making places for people' - is fundamental to delivering an urban renaissance and creating a quality environment in Southend. All development, therefore, will be expected to contribute to the creation of high quality, sustainable urban environments which protect, complement and enhance the natural and built assets of Southend. This approach will aid the delivery of sustainable regeneration and growth across Essex Thames Gateway, of which Southend is a part.
- 6.2 Delivering an urban renaissance is now a prominent and significant aspect of urban policy in the UK, advocated and championed by the Urban Task Force, for example in its key publication, 'Towards an Urban Renaissance' (1999). This highlights a need to design localities and urban places to work well, to be people friendly, safe and to have a positive and sustainable environmental and social impact and legacy.
- 6.3 Good quality urban design is therefore a vital component and key catalyst in regeneration and an urban renaissance. Accordingly, there is a need for greater emphasis on the design and use of buildings, streets, open spaces, public art and landscaping – the public realm – and an understanding of how these elements relate to each other to create a unique 'sense of place' and identity. The public realm, comprising both 'physical' and 'social' elements, has a significant role to play in creating a quality environment, as it encapsulates the spaces and settings which facilitate and support social interaction and public life.
- 6.4 Recently Government has assisted planning authorities to play a stronger and more positive role in urban design. Local planning authorities can now influence urban quality through a wide range of statutory and non-statutory functions, enabling them to contribute to the quality of the built environment in their own right and by influencing, and requiring high quality, and sustainable, development from the private sector.
- 6.5 The concept of sustainable development includes environmental, economic and social sustainability. Development will need to have regard to social impacts and long term economic viability, as well as environmental impacts to contribute towards the creation of truly sustainable communities and lasting environments.

National Strategy and Policy

- 6.6 In response to the recommendations of the Urban Task Force, the Government published an Urban White Paper 'Our Towns and Cities' (2000). This document identified a range of measures to foster and support an urban renaissance. Its aspiration is to make all urban areas places in which people would wish to live, work and invest, and which offer a high quality of life for all, not just the few. A key feature was an intention to put urban renaissance at the heart of the planning system.
- 6.7 In 2003 'Sustainable Communities: Building for the Future' (2003) was published. This complements the Urban White Paper and provides the wider framework in which urban policy now sits. It emphasises the need for decent homes and a good quality local environment in all regions. It sets out a comprehensive programme to deliver more affordable housing and improve people's homes, neighbourhoods and quality of life. Key requirements are to create safe and healthy local environments with well-designed public and green space; and to ensure that new developments are sustainable, well-designed, high quality and attractive places in which people will positively choose to live and work.
- 6.8 In 'Creating sustainable communities: making it happen: Thames Gateway and the Growth Areas' (2003) the Government reiterates its commitment to ensuring that new development is exciting and challenging in terms of design, of good quality and sustainable construction, and sensitive and enhancing to its location, biodiversity and the natural environment.
- 6.9 The Government also launched a new agency – CABI Space – in April 2003. This unit champions high quality planning, design, and the management and care of parks and public spaces, and provides hands-on support to local authorities and others to apply best practice to improve the local environment and reduce crime and fear of crime.
- 6.10 Planning Policy Statement 1 (PPS1), 'Delivering Sustainable Development' (2005) makes it clear that local planning authorities should not accept poor design. The planning system should protect and enhance the natural and historic environment, the quality and character of the countryside, and existing communities. It should promote high quality development through good and inclusive design and layout, the efficient use of resources (including water) and the creation of safe, sustainable, liveable and mixed communities. Good design should be indivisible from good planning. Planning authorities and developers should have regard to good practice set out in a number of quoted documents.
- 6.11 This approach is reinforced by 'PPS3: Housing' (2006) which states that, to create sustainable communities, developments should be attractive, safe and designed and built to a high quality and should be located in areas with good access to jobs, key services and infrastructure.

6.12 The importance of good design, of high quality and safe environments and of safeguarding and enhancing the historic environment, green spaces, biodiversity, resources and the natural environment are also emphasised in a range of other national policy documents relating to other types of development. These include PPS 6, Planning for town centres' (2005); PPS 9, Biodiversity and Geological Conservation (2005); PPS 10, Planning for sustainable waste management (2005); PPG 15, Planning and the Historic Environment (1994), which should be read in conjunction with Circulars 01/2001, 09/2005 and 01/2007; and PPG 17, Planning for Open Space, Sport and Recreation (2002).

Regional Strategy and Policy

6.13 'Growth and Regeneration in the Thames Gateway' (2004) states that major improvements in the quality of existing and new housing will be needed, whereby appropriate increases in density must be accompanied by sustainable construction principles and high standards of design in all developments.

6.14 Reflecting this, the emerging Regional Spatial Strategy, the East of England Plan requires local development documents to deliver quality in the built environment. The strategy considers that urban renaissance and focusing development within urban areas will require careful attention to the form and design of development and redevelopment. It recognises that design excellence also concerns reducing the wider environmental impacts of development. It states that this may be done by promoting energy efficiency and increased use of renewable energy supplies, efficient water use and disposal in developments, creating healthy buildings (e.g. use of natural light and ventilation), use of local and regional materials and products, minimising pollution (e.g. noise or light), and waste minimisation.

6.15 In addition, Policy ETG1 (Strategy for the sub-region) promotes excellence in the design of buildings and the public realm and creating new townscapes and landscapes of high quality and distinctiveness in areas in the Essex Thames Gateway.

Local Strategy and Policy

6.16 Southend's Community Plan is guided by the three overriding principles of sustainable development, equality of opportunity and social inclusion. Of the seven 'ambitions' outlined, a quality environment and urban renaissance will aid several, both directly and indirectly. First, it may contribute to comprehensive regeneration of the town centre and the creation of a high quality business environment for a 'prosperous community'. Secondly, it may contribute to a 'safer community' through the delivery of both public and private developments and spaces which discourage anti-social behaviour and which feel safe for all users. Thirdly, good, well designed and accessible public open space (particularly green spaces) contributes towards a healthier lifestyle and therefore aids the creation of a 'healthier community'. Fourthly, achievement of a quality environment is paramount to an 'environmentally aware community'. Finally, a quality environment and an urban renaissance will help

Southend on Sea Local Development Framework 2001 – 2021

Core Strategy Development Plan Document – December 2007

contribute towards making Southend a cultural capital of the East of England by ensuring that quality structures and buildings are created (including landmarks) as well as the preservation and enhancement of open spaces, gardens, heritage and conservation sites. Core Strategy environment and urban renaissance policy must contribute to the achievement of these ambitions.

- 6.17 The Southend Local Transport Plan (LTP), 2006 to 2011, recognises the need for high quality, well designed and accessible transport infrastructure and its contribution towards creating an improved travel environment, aiding the delivery of an urban renaissance. It also highlights the need for good quality street furniture and townscape design to promote community safety and social inclusion, and the importance of the 'Green Grid' and greenways as sustainable corridors offering a pleasant environment for walkers and cyclists between green open spaces and urban centres. A key element of the LTP is the creation of 'Environmental Rooms' containing local environments of high quality.
- 6.18 The Council's approach, therefore, to delivering quality urban environments and protecting and enhancing the town's natural and built resources is based on the following key principles:
- I. promote quality and sustainable design in all developments so that they strengthen local identity, respect the character of the area and the scale and nature of existing development, and create places of distinction and a sense of place, ensuring that development takes full account of the crucial interface between the detail of buildings and the public realm;
 - II. provide for the enhancement of all public areas and urban open spaces – the public realm – through imaginative and innovative design and the use of quality and sustainable building materials, street furniture and landscaping;
 - III. protect and enhance the public realm and amenities of residential areas through the provision of a range of environmental improvements within 'Environmental Rooms' and prevent development that would be detrimental to the aesthetics and function of an area;
 - IV. work in partnership with Government and regional agencies, voluntary groups and others to protect and enhance the town's historic buildings and heritage assets, including Listed Buildings, Conservation Areas and Ancient Monuments;
 - V. work in partnership with Government and regional agencies, voluntary groups and others to protect and enhance areas designated as being of international, national or local importance for their intrinsic biodiversity or other nature conservation value, their landscape quality or their cultural significance;
 - VI. create and maintain a 'Green Grid' of high quality, linked and publicly accessible open spaces across the town, linked to the rest of the sub-region as appropriate. The 'Green Grid' should interrelate with and help to implement other strategies to provide a focus for investment, including the Council's Green Space Strategy, Biodiversity Action Plan, cycling and walking strategies and the Public Arts Strategy, thereby safeguarding the town's natural assets, wildlife corridors and greenways;

- VII. protect and enhance both the natural and leisure environment and setting of the River Thames, in partnership with Government and regional agencies, water users, businesses and other relevant groups as part of initiatives such as the Thames Estuary Partnership;
- VIII. provide for the effective management of land on the urban fringe – the interface between town and country – to provide an effective community resource and setting that enhances and protects a sustainable Metropolitan Green Belt;
- IX. preventing, reducing and remedying all forms of pollution, including soil, water, noise and other forms of airborne pollution.

6.19 Policy CP4 below presents a core strategic policy to give local application to Government objectives, regional and sub-regional strategy, as well as addressing local needs and priorities.

6.20 The majority of Borough Local Plan Policies in respect of the environment and urban renaissance are 'saved' and will remain part of the Development Plan for the Borough pending their review as part of the preparation of a 'Criteria Based Policies and Site Allocations' Development Plan Document, as programmed in the Borough Council's Local Development Scheme.

6.21 Detailed guidance in relation to these matters is provided in the Southend Design and Townscape Guide SPD. Southend Borough Council recognises that good urban design requires a 'partnership' approach between the planning authority and applicants for the benefit of the physical and built environment, the public and the local economy. This design guidance does not, therefore, prescribe specific solutions or set rigid or empirical design standards, but instead indicates options which emphasise and illustrate design objectives or principles. It is essential that applicants and their agents recognise the importance of, and adhere to, these objectives and principles in respect of all development.

Policy CP4: The Environment and Urban Renaissance

Development proposals will be expected to contribute to the creation of a high quality, sustainable urban environment which enhances and complements the natural and built assets of Southend.

This will be achieved by:

1. promoting sustainable development of the highest quality and encouraging innovation and excellence in design to create places of distinction and a sense of place;
2. maximising the use of previously developed land, whilst recognising potential biodiversity value and promoting good, well-designed, quality mixed use developments;
3. ensuring design solutions that maximise the use of sustainable and renewable resources in the construction of development and resource and energy conservation (including water) in developments;
4. providing for quality in the public realm through the use of imaginative and innovative design, sustainable and quality materials and landscaping and imaginative use of public art;
5. maintaining and enhancing the amenities, appeal and character of residential areas, securing good relationships with existing development, and respecting the scale and nature of that development;
6. creating safe, permeable and accessible development and spaces that encourage walking and cycling within 'Environmental Rooms';
7. safeguarding and enhancing the historic environment, heritage and archaeological assets, including Listed Buildings, Conservation Areas and Ancient Monuments ;
8. protecting and enhancing the town's parks, gardens and other urban open spaces, including all open areas whose townscape and amenity value is important to the surrounding area, and the biodiversity of the area;
9. safeguarding, protecting and enhancing nature and conservation sites of international, national and local importance;
10. creating and maintaining a 'Green Grid' of high quality, linked and publicly accessible open spaces across the town which contribute to and help develop the Thames Gateway Green Grid;
11. maintaining the function and open character of a sustainable Green Belt;
12. providing for the effective management of land uses on the urban fringe*, including landscape enhancement in respect of any development;
13. protecting natural resources from inappropriate development;

14. preventing, reducing or remedying all forms of pollution including soil, water, noise and other forms of airborne pollution.

All development will be required to have regard to the Council's Design and Townscape Guide SPD.

*Urban fringe may be considered to be the countryside and other land 'spaces' immediately surrounding towns and cities. However no definitive definition exists at present.

Core Policy CP4: Environment and Urban Renaissance – Monitoring and Implementation Framework

Core Indicator	Policy Indicator	Target/direction	Strategic Objective	SA/SEA Objective	Delivery Body(ies)
Percentage of new and converted dwelling s on previously developed land	Total number of dwellings built on previously developed land and green field land per annum	Not less than 80% of residential development on pdl (brownfield sites) by 2021	S04, S06, S08, S010, S014, S016, S017	<ul style="list-style-type: none"> • Effective protection of the environment • Prudent use of natural resources 	SBC, RSLtd, TGSE Partnership, Development industry
Amount of floorspace developed for employment type, which is on previously developed land	Total gross floorspace (m2), by type, built on previously developed land and green field land per annum	Not less than 60% of employment development on pdl (brownfield sites) by 2021	S04, S05, S08, S010, S014, S016, S017	<ul style="list-style-type: none"> • Effective protection of the environment • Prudent use of natural resources 	SBC, RSLtd, TGSE Partnership, Development industry
Percentage of new dwelling s completed at higher densities	Total number of dwellings completed that are:	Maintain density levels on all residential sites between 30 and 50dph to 2021	S04, S05, S08, S010, S014, S016, S017	<ul style="list-style-type: none"> • Effective protection of the environment • Prudent use of natural resources 	SBC, RSLtd, TGSE Partnership, Development industry
	(i) Less than 30 dph				
	(ii) between 30 – 50 dph				
	(iii) above 50 dph				
Change in areas and populations of biodiversity importance	Total loss or gain (hectares) due to impact of development on (i) priority habitats by priority species type	(i) No overall loss of priority biodiversity species or habitats (hectares)	S04, S012, S014, S016, S017	<ul style="list-style-type: none"> • Effective protection of the environment • Prudent use of natural resources 	SBC, RSLtd, TGSE Partnership, English Nature, Development industry
	(ii) areas designated for intrinsic environmental value (international to local level)	(ii) No overall loss of areas of environmental value (hectares)			
Number of applications granted contrary to advice of Environment Agency on flood defence grounds or water quality	Total number of applications granted contrary to advice of Environment Agency on flood defence grounds or water quality	No 'major' development schemes contrary to Environmental Agency advice and without acceptable mitigation measures	S04, S012, S013, S014	<ul style="list-style-type: none"> • Effective protection of the environment • Prudent use of natural resources 	SBC, RSLtd, TGSE Partnership, Environment Agency, Development industry
	Total number of applications granted for major schemes with renewable energy production technology	Increase the number of major development schemes including at least 10% of energy needs form on-site renewable options.	S013, S014, S015	<ul style="list-style-type: none"> • Effective protection of the environment • Prudent use of natural resources 	SBC, RSLtd, TGSE Partnership, Development industry



section seven



Section 7 - Minerals and Soils Resources

- 7.1 The Borough of Southend-on-Sea contains no deposits of aggregates (sand and gravel) and can therefore make no contribution to the regional requirement for land won aggregates. The only mineral deposits that do occur are of brickearth, a specialised brick clay previously used in the manufacture of local stock bricks. Brickearth deposits also provide very high quality agricultural land, of which there are significant resources on the northern and north-eastern edges of the Borough.
- 7.2 Brickearth remains a valuable and limited resource, as does the high grade agricultural land within which it is located. Moreover, mineral extraction can be a destructive, and therefore inherently unsustainable, process, using resources that are finite in supply and processes which can potentially have significant environmental impacts. Government and regional policy on sustainable development place importance on the conservation of mineral resources, minimising environmental impacts, and on using less raw materials by relying on a greater level of supply from alternative sources, especially recycled materials.
- 7.3 Government policy on brick clay is currently set out in Minerals Policy Statement 1 (MPS1 November 2006), and in particular through Annex 2 to MPS1, 'Brick Clay'. The aim of this policy is to ensure that clays required for construction are provided and made available, firstly at acceptable social, economic and environmental cost, and secondly at a level that reflects the high levels of expenditure to maintain and improve existing brick-making plant and equipment. Relevant Government objectives are:
- I. To conserve brick clay resources by the appropriate provision and phasing of supply;
 - II. To safeguard, and where necessary stockpile, specific resources of brick clays;
 - III. To reduce damaging environmental impacts during extraction and processing;
 - IV. To enhance the overall quality of the environment once extraction has ceased, and
 - V. To reduce the environmental impacts of the transportation of brick clay and its products.
- 7.4 Safeguarding of brick clay resources is likely to be appropriate where they are believed to be of suitable quality, are or may become commercially viable, and preferred areas of extraction can appropriately be identified. Mineral Planning Authorities (MPAs) should normally aim to maintain a stock of permitted reserves reflecting the proposed period of operation of the brickworks served by those reserves, which could be as much as 20 years or more.
- 7.5 The clay extraction and brick clay manufacturing industry is also encouraged to assist the planning process by providing the MPA with appropriate information on, inter alia, reserves of clay and plans for developing the capacity of brickworks.

- 7.6 Similarly, regional policy in the East of England Plan, reflects the above considerations in Policy M1 (regional supply and apportionment of land won aggregates and rock).
- 7.7 National and regional policy also seek to maintain and enhance the resilience and quality of soils, and to encourage the sustainable use of soil resources, including the best and most versatile agricultural land and land that has been contaminated or otherwise degraded, where remediation and restoration to beneficial and sustainable new uses should be encouraged. (See in particular Planning Policy Statement 7 (PPS7): Sustainable Development in Rural Areas, paragraphs 28 and 29, and East of England Plan Policy ENV4: Agriculture, Land and Soils).
- 7.8 Minerals and soils considerations do not feature in the local community's needs and priorities set out in the Local Strategic Partnership's Community Plan. However, as a result of extensive community involvement and consultation through the pre-submission production stage of this Core Strategy, a significant dilemma has been highlighted with regard to the Borough's brickearth mineral resources and the need for their safeguarding.
- 7.9 Whilst there has been clear and wide community support for the continued safeguarding of these resources on long-term sustainability grounds, the owner and operator of the adjoining brickworks, for which the reserves would form part of the feedstock, has advised that these reserves are no longer economically viable. Brick manufacture has now ceased at these works, and once the remaining stockpile of products has been sold, the brickworks will close completely. In addition, the operator sees no prospect of this situation changing in the future, or of any alternative source of demand for the reserves. Consequently, there is seen to be no foreseeable justification for the continuation of a safeguarding policy in respect of them.
- 7.10 Policy CP5 seeks to address all these considerations in the local context, balancing the long term sustainable conservation and use of minerals and soils resources against current and foreseeable viability, community infrastructure and other development needs and opportunities. It replaces the following adopted local plan policy:
- I. Southend-on-Sea Borough Local Plan Policy G2, Land of High Grade Agricultural Quality.

The Minerals Consultation Area: Brickearth lying within the Borough and its boundaries on the Proposals Map will be reviewed as part of the preparation of the proposed Criteria Based Policies and Site Allocations Development Plan Document (DPD 6).

Policy CP5 – Minerals and Soils Resources

As Local and Mineral Planning Authority, the Borough Council will require the sustainable use of soil and mineral resources, in particular by:

1. protecting the best and most versatile agricultural land (defined as land in grades 1, 2 and 3a of the Agricultural Land Classification) from irreversible damage where this is consistent with the full range of sustainability considerations, including biodiversity; quality and character of the landscape; amenity value or heritage interest; accessibility to infrastructure, workforce and markets; maintaining viable communities; and the protection of natural resources, including soil quality;
2. granting permission for the extraction of brickearth where it can be demonstrated that:
 - a. there are proven workable brickearth deposits and a need for the mineral to ensure that sufficient raw material is available for brick making over a twenty-year period; and
 - b. there is an agreed scheme for the quality management, progressive restoration, aftercare and beneficial after-use of the site to an appropriate standard and timetable, and which safeguards the agricultural quality of the land or promotes alternative after-uses of benefit to biodiversity conservation and habitat creation; and
 - c. there will be no materially adverse impacts on the environment (including landscape character, surface and ground waters, wildlife habitats, air and ground quality, and noise levels), and on the transport network and local amenity, or such impacts can be satisfactorily mitigated;
3. refusing permission for any proposal that would result in the permanent sterilisation of workable or potentially workable brickearth deposits unless it can be demonstrated that the deposits are currently not commercially viable and there is no prospect of them becoming commercially viable in the foreseeable future, and the application proposal represents a community or other infrastructure use for which there is a demonstrable need and which cannot be met elsewhere;
4. granting permission for beneficial long-term new uses of land that is contaminated or otherwise degraded, where there is an appropriate and agreed scheme of remediation and restoration funded in accordance with the “polluter pays” principle;
5. permitting proposals for the importation of minerals and for the recovery of materials to produce secondary and recycled aggregates on industrial sites within the Borough where it can be demonstrated that:
 - a. they can be carried out without material adverse impact on the environment (including surface and ground waters, air and ground quality, and noise levels), the transport network and local amenity; and
 - b. the transportation arrangements are the most sustainable available in accordance with the proximity principle, using rail or water transport wherever possible.

Core Policy CP5: Minerals and Soils Resources – Monitoring and Implementation Framework

Core Indicator	Policy Indicator	Target/direction	Strategic Objective	SA/SEA Objective	Delivery Body(ies)
	Amount of best and most versatile agricultural land lost through irreversible damage	Nil (except where this is supported by a range of other sustainability considerations)	SO4, SO15, SO16, SO18	<ul style="list-style-type: none"> • Effective protection of the environment • Prudent use of natural resources 	SBC, Development Industry
	Amount of commercially viable or potentially commercially viable brickearth deposits permanently sterilised	Nil	SO15, SO16	<ul style="list-style-type: none"> • Prudent use of natural resources 	SBC, Development and Brick-Making Industry
	Amount of contaminated or degraded land brought back into beneficial long-term use	Reduction in amount of contaminated and degraded land within the Borough	SO4, SO14, SO16, SO17	<ul style="list-style-type: none"> • Effective protection of the environment • Prudent use of natural resources 	SBC, RSL, TGSE, Development Industry
Production of secondary/recycled aggregates	Capacity within the Borough to produce secondary/recycled aggregates on appropriate sites	No loss of production/capacity	SO15	<ul style="list-style-type: none"> • Effective protection of the environment • Prudent use of natural resources 	SBC, Aggregate Suppliers, Development Industry



section eight



Section 8 - Community Infrastructure

- 8.1 Southend is already a compact, densely developed urban area with heavy demands upon its infrastructure. Any further growth within the Borough must not only safeguard but seek to enhance the infrastructure balance. Improvements to infrastructure must therefore accompany development or act as a precondition to it.
- 8.2 At a national level, Planning Policy Statement PPS1, Delivering Sustainable Development, states that policies should promote communities which are inclusive, healthy, safe and crime free, whilst respecting the diverse needs of communities and the special needs of particular sectors of the community. Suitable locations should be made available for mixed use development that allow for the creation of linkages between different uses that create more vibrant places, taking into account issues such as accessibility and the provision of essential infrastructure.
- 8.3 Crime, education and health and well being are key topics in creating sustainable communities. Compliance with national objectives and guidelines evident in the Crime and Disorder Act 1998, Health Act 1999 and the Education Act 2005 is therefore a major consideration.
- 8.4 In addition, Planning Policy Guidance Note PPG17 outlines that planning for open space, sport and recreation all underpin people's quality of life and are fundamental to delivering broader government objectives, including supporting an urban renaissance; improving health and well being; and the promotion of social inclusion and sustainable development.
- 8.5 Similarly, the spatial planning vision set out in the East of England Plan is to sustain and improve the quality of life for all people who live in, work in, or visit the region. One of the key requirements in achieving this vision is to improve social inclusion and create sustainable communities in line with the government's sustainable communities plan and other national, regional and local plans.
- 8.6 The East of England Plan aims to achieve a sustainable relationship between jobs, homes and services at the strategic and local level where growth is led by improvements in quality of life and prosperity. The plan looks to ensure that infrastructure programmes, including social infrastructure, will meet current deficiencies and development requirements, and that new development contributes appropriately to this, thereby enhancing the quality of life, character, appearance and biodiversity of the local area. Policy SS2 ensures that local strategies give due priority to health, education and social inclusion.
- 8.7 This is reinforced in the Essex Thames Gateway sub-regional policies:
 - I. Policy ETG1 aims to enhance the education and skills base and improve access to higher education and to deliver new jobs and houses which meets the needs of the

- population by providing for a better alignment between homes and workplaces;
and
- II. Policy ETG5 looks to raise skill levels at NVQ level 2, 3 and 4 to national averages.
- 8.8 At the local level, Southend's Community Plan looks to achieve sustainable development and social inclusion as key objectives. A number of targets and action plans are given in order to achieve certain goals. These include:
- I. reducing the level of and the fear of crime;
 - II. improving health across the borough and access to health services;
 - III. continuing the rise in standards of achievements in schools whilst delivering quality education and a skilled workforce for Southend; and
 - IV. improved and integrated transport services, which make the town and its facilities accessible.
- 8.9 The Council's own aims and critical corporate priorities similarly reflect this, seeking to achieve a community that is safe, clean and healthy, and prosperous.
- 8.10 Southend must be a town for people, and it is important that everyone feels they are included and can access the opportunities the town has to offer – development and new facilities should be designed, built and maintained on the principle that people come first. This will mean providing facilities within the communities they serve, ensuring that they are accessible by all modes of transport and ensuring that people with disabilities and mobility difficulties can gain access simply and easily. Residents, visitors and the business community should also be able to go about their daily lives protected from crime and free of the fear of crime.
- 8.11 The Council considers that this will mean protecting and upgrading the town's existing facilities and promoting the development and provision of new facilities, both in association with new development and through maximising the potential of underused land and buildings as opportunities arise.
- 8.12 The health and social well being of the town's residents and their educational attainment levels are vitally important to the regeneration of the town. Policies will need to reflect the complementary role of planning in supporting other strategies and initiatives which seek to provide essential services and facilities within the town.
- 8.13 Vibrancy and richness of experience are essential if the town is to see a step change in the quality of life it offers and the image it projects. This will mean maintaining and enhancing its cultural, leisure and recreational facilities.
- 8.14 The Council's preferred approach to delivering an improved quality of life in the Borough is based on the following principles:

- I. secure the physical infrastructure related to the new University campus, with parallel development of a town wide educational and skills training infrastructure, including sporting excellence, research and development;
- II. promote new opportunities for sports, recreation, leisure and cultural facilities;
- III. secure the future development of Southend Hospital and the facilities provided by the Primary Care Trust to meet the needs of the sub-region and local communities in a sustainable and accessible manner;
- IV. ensure that the future land requirements of education and skills, health and social services, local emergency services and utilities are adequately catered for;
- V. promote the location of community services and facilities within the area they serve;
- VI. ensure the design of new buildings, and their relationship to adjacent public areas, contribute to improving public safety (including road safety and crime reduction) and minimise crime and the fear of crime;
- VII. ensure that the use of land and buildings reflects people's needs and are designed; and located in ways which contribute to including all sectors of society through ease of access; and
- VIII. promote development which contributes to the delivery of relevant service strategies.

8.15 Policy CP6 seeks to establish a strategic policy framework to deliver these principles. It will be supported by subsequent, more detailed local development documents, in particular a 'Planning Obligations and Vehicle Parking Standards' Development Plan Document (DPD) prepared as the second DPD priority following this Core Strategy. Until the adoption of that second DPD, Policy CP6 reinforces and updates relevant policies in the Southend-on-Sea Borough Local Plan, which will remain as 'saved' development plan policies namely

Policy U1 – Infrastructure Provision

Policy U2 – Pollution Control

Policy U4 – Southend Hospital

Policy U6 – Non Residential Health Care Facilities

Policy U7 – Existing Education Facilities

Policy U8 – Provision of New Education Facilities

Policy U9 – Child Minding Facilities

Policy U10 – Provision of Other Community Facilities

8.16 The achievement of social inclusion, and an appropriate and sustainable balance between development and infrastructure, will be monitored through the Southend-on-Sea Annual Monitoring Report (SAMR), in accordance with the monitoring framework below together with wider contextual indicators relating to the demographic and socio-economic profile of the Borough.

Policy CP6: Community infrastructure

Development proposals must mitigate their impact on community infrastructure by contributing appropriately to services and facilities that would be adversely affected, in accordance with Circular 05/2005, Planning Obligations. New development should demonstrate that it will not jeopardise the Borough's ability to improve the education attainment, health and well being of local residents and visitors to Southend. This will be achieved by;

1. providing for health and social care facilities in particular supporting the strategic services development plan of the Primary Care Trust, and the improvement and expansion plans of Southend Hospital and other key health and social care agencies where these demonstrate clear net benefits in terms of accessibility to services for the local community. This will include the establishment of Primary Care Centres at Leigh, Eastwood, Westcliff, Central Southend, Southchurch and Shoeburyness.
2. supporting improvements to existing, and the provision of new, facilities to support the needs of education, skills and lifelong learning strategies particularly by:
 - a. securing the physical infrastructure needed to maximise the impact of the Higher Education/University Campus in the Town Centre;
 - b. the provision of academic and vocational education/training at a new Prospects College in east Southend; and
 - c. providing for an academy of educational/training skills in aviation at London Southend Airport.
3. safeguarding existing and providing for new leisure, cultural, recreation and community facilities, particularly:
 - a. optimising the potential of Garon's Park;
 - b. Phase 2 of the refurbishment of the Cliffs Pavilion;
 - c. Securing a landmark facility to exhibit finds associated with the 7th Century Saxon King;
 - d. Reinforcement of Southend Pier as an Icon of the Thames Gateway;
 - e. Cliff Gardens Land Stabilisation.

ensuring the needs of all residents and visitors, including the disabled and other vulnerable groups, are met; and
5. ensuring access and safety concerns are resolved within all new development.

Core Policy CP6: Community Infrastructure – Monitoring and Implementation Framework

Core Indicator	Policy Indicator	Target/direction	Strategic Objective	SA/SEA Objective	Delivery Body(ies)
Amount of completed leisure, health, social care and education/lifelong learning development respectively	Total amount of additional or improved leisure, health, social care and education / lifelong learning) floorspace / facilities developed	Positive and commensurate contributions made to the community facilities' needs and priorities identified in Policy CP5 (Targets to be set within the 'Planning Obligations and Vehicle Parking Standards DPD')	SO1, SO2, SO4, SO8, SO13,	<ul style="list-style-type: none"> • Social progress which recognises the needs of everyone • Maintenance of high and stable levels of economic growth and employment 	Southend NHS Trust, PCT, RSLtd, SBC, EEDA



section nine



Section 9 – Sport, Recreation and Green Space

- 9.1 National and regional policy seeks to protect existing sport, open space and recreation facilities, and to create new ones. It also requires local planning authorities to plan positively for the provision and enhancement of well-designed recreational and sporting facilities and green spaces that meet identified local needs.
- 9.2 Planning Policy Guidance Note 17 (PPG17), Planning for Open Space, Sport and Recreation, sets out the Government's planning objectives and policies which local planning authorities need to take into account in the preparation of local development documents. Open spaces, sport and recreation all underpin people's quality of life. Well designed and implemented planning policies to deliver local networks of high quality, accessible, and well managed and maintained open spaces, sports and recreational facilities are therefore fundamental to delivering broader Government objectives. These include:
- I. supporting an urban renaissance;
 - II. promoting social inclusion and community cohesion;
 - III. promoting health and well-being; and
 - IV. promoting more sustainable development.
- 9.3 Local authorities should therefore undertake robust assessments of the existing and future needs of their communities for such facilities, together with audits, both quantitative and qualitative, of existing facilities, their use, accessibility and opportunities. These will allow local authorities to identify specific needs, deficits or surpluses in their area, and form a starting point for an effective strategy and appropriate policies in plans at the local level, including locally derived standards of provision.
- 9.4 Existing facilities should not be built on unless they have clearly been shown to be surplus to requirements. Facilities of high quality or particular value should be given protection through appropriate policies in plans, including small areas of important local amenity, community resource or biodiversity value. Deficiencies should be remedied through provision of open space, sports and recreation facilities, and through qualitative improvements to existing facilities, where planning permission is granted for new developments (especially housing). Planning Obligations will be sought where new development would create or add to local deficiencies in order to provide the additional facilities necessitated by the new development.
- 9.5 Similarly, the East of England Plan requires local development documents to provide and safeguard green infrastructure, including connected and substantial networks of green space, and a multiple hierarchy of provision of green infrastructure (Policy ENV1).

- 9.6 Sport, recreation and green space (as opposed to leisure, tourism and culture) does not, directly, feature highly in the local community's needs and priorities as set out in Southend's Community Plan. Indirectly, however, under the theme of 'Healthy Community', an increase in the uptake of physical activity throughout the community is a key objective within the wider aim of tackling the risk factors for major causes of death. Increased opportunities to access physical activity and increased uptake of existing schemes and facilities are identified measures to achieve this objective, which need to be supported and facilitated through local development documents.
- 9.7 Achieving quality new development and significant improvement in the public realm which meet the needs of the community is a further related objective under the theme of an 'Environmentally Aware Community', whilst specific schemes to regenerate the historic Southend Cliff Gardens and the town centre swimming facilities are identified under the 'Cultural Community' theme.
- 9.8 An extensive audit and needs assessment of recreational open spaces and sports facilities in the Borough was undertaken in consultation with local community groups during 2003/04. This comprises two volumes, 'A Study of Playing Pitches in Southend-on-Sea Borough' and 'Open Space and Recreation Assessment in Southend-on-Sea Borough'. It has indicated no clear evidence of any significant quantitative deficiency in indoor or outdoor sports facility provision, or in the provision of parks and open spaces, in relation to the existing population. On the other hand, existing facilities are popular and well used, and should therefore be safeguarded and enhanced. They represent an appropriate minimum 'standard' of provision to serve the existing population in quantitative terms, which at the very least should be maintained pro rata in relation to the additional population arising from new dwelling provision. Southend compares unfavourably with many, if not most, other areas for which information is available, in terms of volume of facilities per resident.
- 9.9 Moreover, the highly developed nature of the Borough means that such facilities also have an important role in ensuring an attractive and 'balanced' environment within the town, providing an appropriate range, quality and distribution of green spaces and amenity. Their retention and enhancement is therefore crucial to the achievement of regeneration.
- 9.10 The audit and needs assessment confirms that the level of additional dwelling provision required in Southend between 2001 and 2021 will put significant additional demands on the Borough's sport, recreation and green space facilities, and will create a requirement for a range of additional facilities over this period. These also are set out in the audit and needs assessment reports and provide the basis on which the relevant provisions in Policy CP7 below have been derived. Again, given the already highly developed nature of the Borough, opportunities will be limited and it will be essential to ensure both that new development contributes fully to meeting the demands it generates, and that already identified opportunities are safeguarded.

- 9.11 In addition, there are very significant qualitative deficiencies throughout the Borough, in terms of both accessibility to and quality of facilities, including the essential ancillary facilities needed to support good quality sport and recreational infrastructure. The audit and needs assessment indicates, therefore, that it may be possible to meet some additional requirements, including those achieved by means of development contributions, through a significant improvement in the quality of existing facilities or their replacement with appropriately located new facilities.
- 9.12 Policy CP7 seeks to address all the above considerations at a strategic level, based on a delivery approach which focuses new, but possibly limited, facilities within the built-up area, as closely related as possible to the communities they are to serve. It is an approach which has been clearly and widely supported and developed through pre-submission community involvement. This policy will in turn be supported by policies and proposals in a 'Planning Obligations and Vehicle Parking Standards' Development Plan Document and a 'Criteria Based Policies and Site Allocations' DPD, which will set out in more detail the requirements, standards and delivery arrangements for these development contributions.
- 9.13 There are a number of undeveloped areas within and adjoining the Borough with a diverse and rich environment. These areas, as well as being designated as being of international and national wildlife importance, are also used for informal recreation purposes and include the Hadleigh Castle and Jubilee Country Parks, Belfairs Woods and the Southend foreshore. Whilst regeneration is a priority within Southend, it is vital that these areas continue to be managed jointly with neighbouring authorities and relevant agencies, to protect them from inappropriate development and provide enhanced quality environments for wildlife and the community.
- 9.14 In addition, it will be important to encourage greater public access through a series of 'greenways' in the town to provide attractive routes for cycling and walking, and to contribute to a 'Green Grid' of open spaces and linkages being developed throughout Essex Thames Gateway as part of the area's regeneration. This would enhance and link parks, open space and the urban fringe and be co-ordinated with the Council's cycle strategy and walking network (see also Policy CP4: 'The Environment and Urban Renaissance' in respect of the Green Grid). As part of the development of the Green Grid, a need has been identified for a new Country Park facility within or close to the north-eastern part of the Borough. To support and guide the achievement of these requirements, a 'Southend-on-Sea Green Space and Green Grid Strategy' Supplementary Planning Document will be produced and adopted.
- 9.15 Borough Local Plan Policies related to sport, recreation and green space will remain part of the Development Plan for the Borough, pending their review as part of the preparation of a 'Criteria Based Policies and Site Allocations' Development Plan Document, as programmed in the Borough Council's Local Development Scheme, namely

Policy R1 – Outdoor Sports Facilities

Southend on Sea Local Development Framework 2001 – 2021

Core Strategy Development Plan Document – December 2007

Policy R2 – Indoor Sports Facilities
Policy R3 – Swimming Pool Facilities
Policy R4 – Golf Courses
Policy R5 – Parks and Gardens
Policy R6 – Countryside Recreation
Policy R7 – Allotments

Policy CP7 - Sport, Recreation and Green Space

The Borough Council will bring forward proposals that contribute to sports, recreation and green space facilities within the Borough for the benefit of local residents and visitors. This will be achieved by:

1. optimising the potential for sports excellence and research and development centred on existing sports and leisure facilities; and
2. supporting the development of new green spaces and greenways, including a new Country Park facility within or close to the north-eastern part of the Borough, as part of the development of a Green Grid of open spaces and associated linkages throughout Essex Thames Gateway. A 'Southend-on-Sea Green Space and Green Grid Strategy' Supplementary Planning Document will be prepared, adopted and maintained to guide and facilitate this.

All existing and proposed sport, recreation and green space facilities (including the Southend foreshore and small areas of important local amenity, community resource or biodiversity value) will be safeguarded from loss or displacement to other uses, except where it can clearly be demonstrated that alternative facilities of a higher standard are being provided in at least an equally convenient and accessible location to serve the same local community, and there would be no loss of amenity or environmental quality to that community.

Any alternative facilities provided in accordance with the above considerations will be required to be provided and available for use before existing facilities are lost. The displacement of existing and proposed facilities from within the built-up area into the adjacent countryside, so as to provide further land for urban development, will not be permitted.

The redevelopment of existing allotment sites for other uses will only be permitted where it can clearly be shown that the facility is no longer required or can be adequately and conveniently provided elsewhere, has no significant biodiversity value, or that any such value is safeguarded.

All new housing development should contribute to the provision of additional sport, recreation and green space facilities to a level at least commensurate with the additional population generated by that development, and in accordance with the requirements and guidance set out in the relevant Development Plan Document. This contribution shall normally be in the form of a financial contribution towards new provision or qualitative improvements to existing facilities elsewhere.

In relation to any major new area of housing development, however, direct provision within and as an integral part of the development may be sought, where this would provide at least 2.5 hectares of additional public open space, playing pitches and ancillary facilities, laid out as a local or neighbourhood park.

To meet the requirements generated by the additional dwelling provision over the period to 2021 and the need to minimise recreational pressures on European and international sites for nature conservation, contributions will be focused on the following provision:

- a. approximately 20 hectares of additional local and neighbourhood park space, provided on areas of at least 2 hectares in size;

- b. at least 4 additional equipped play areas for children and young people, spread evenly across the Borough;
- c. 2 additional bowling greens (6 rink size);
- d. at least 4 additional multi-use games areas (MUGA's) of 1 x tennis court size, together with the conversion of existing tennis court facilities to multi-use;
- e. approximately 10 hectares of additional grass playing pitch space and ancillary facilities, provided on areas of at least 2.1 hectares each to allow flexibility between adult and junior pitches, and use for cricket in the summer;
- f. qualitative improvements to existing recreational open spaces and sports facilities, including the ancillary facilities needed to support them, sports halls/centres and swimming pools, or their replacement with appropriately located new facilities;
- g. qualitative and quantitative improvements to facilities for teenagers.

Core Policy CP7: Sport, Recreation and Green Space

Core Indicator	Policy Indicator	Target/direction	Strategic Objective	SA/SEA Objective	Delivery Body(ies)
Amount of eligible open spaces managed to Green Flag Award standard (National Core Output Indicator 4c)	Total amount of new provision or qualitative improvements to existing open space facilities	Maintain amount of eligible open spaces so managed at current levels or above	SO4, SO13, SO14, SO16, SO18	<ul style="list-style-type: none"> • Social progress which recognises the needs of everyone • Effective protection of the environment 	SBC, RSL, TGSE, Sport England, local sports clubs and societies, Development Industry
	Total amount of existing or proposed sport, recreation and green space facilities lost or displaced to other uses without the provision of adequate and appropriate alternative facilities	Nil	SO4, SO13, SO14, SO16, SO18	<ul style="list-style-type: none"> • Social progress which recognises the needs of everyone • Effective protection of the environment 	SBC, Sport England, local sports clubs and societies, Development Industry
	Total amount of additional sport, recreation and green space facilities provided by or in association with new development and in accordance with the requirements of Policy CP7	Positive and commensurate contributions made to the sport, recreation and open space needs and priorities identified in Policy CP7 (Targets to be set within 'Planning Obligations and Vehicle Parking Standards' DPD)	SO4, SO13, SO14, SO16, SO18	<ul style="list-style-type: none"> • Social progress which recognises the needs of everyone • Effective protection of the environment 	SBC, RSL, TGSE, Sport England, local sports clubs and societies, Development Industry



section ten



Section 10: Dwelling Provision

Housing and Sustainable Development

10.1 Decent homes and pleasant, safe and healthy local residential environments are vitally important to the development of flourishing, thriving and prosperous towns and localities. A good and well integrated blend of different housing types and tenures will support and assist the establishment and continuance of vibrant and cohesive communities, which are socially and economically successful and have a 'sense of place' or identity. Diverse, well designed and high quality residential environments provide urban form and add value to public places and will contribute towards the delivery of sustainable development and the creation of 'sustainable communities' for present and future generations.

National Strategy and Policy

10.2 'Sustainable communities: building for the future' (2003) states that a 'step-change' in housing supply will be needed to tackle serious shortages that exist, particularly in the London and the South East. Too many people do not have access to decent, affordable housing and many are living in housing of poor quality. It considers that more affordable housing should be delivered, especially for key workers, young families and those in priority need; and that new sustainable communities should be created in regions of high demand like the Thames Gateway. The document encourages the better use of existing valuable residential stock, especially empty properties, and higher densities, as well as expressing a preference for the use of previously developed land over greenfield land for new developments. Sustainable development practices such as sustainable construction and energy efficiency also are promoted.

10.3 This approach is continued in 'Creating sustainable communities: making it happen: Thames Gateway and the Growth Areas' (2003), which outlines proposals for sustainable growth and a need to increase housing supply in the wider South East by 120,000 additional dwellings up to 2016. The document asserts that increasing housing supply is a national priority and that it is essential to reduce housing market volatility. Alongside the additional housing supply, however, there will be a need for new schools, healthcare provision, public transport, and good quality public spaces. In addition, employment growth must accompany housing growth to ensure regeneration and growth areas are attractive and sustainable places for living and working. Regeneration and growth areas should contribute to social objectives, integrate economic progress with protection of the environment, and promote improved liveability and cultural and social inclusion.

10.4 'PPS 1: Delivering sustainable development' (2005) identifies that development plans should promote development that creates socially inclusive communities, with suitable mixes and types of housing, including affordable housing, which are also well

designed, create a 'sense of place', minimise resource use and are well supported by infrastructure, facilities and services. Likewise, 'PPS 3: Housing' affirms, inter alia, that decent, well-designed housing of different types, sizes and mixes should be available to all sections of the community, including affordable housing, with a priority for provision in existing urban areas, close to transport nodes to help create mixed and accessible communities.

- 10.5 PPS 3 asserts that the principles of sustainable development, as described in PPS 1, should be firmly based in housing policy. It reconfirms the objective that everyone should have access to a decent home, which they can afford, in a community where they want to live. The Government wish to ensure that there is a wide choice of housing types, both market and affordable, which are well-designed, safe and attractive and with access to jobs, key services and infrastructure to help create sustainable and inclusive communities. The guidance also specifies a desire for the use of brownfield sites and design codes. It also considers that thresholds for affordable housing should be determined by local planning authorities. While there is an indicative national minimum threshold of 15 dwellings, local planning authorities can set lower thresholds where this can be justified. In addition, PPS3 presumes that affordable housing should be provided on the application site in order to contribute to mixed communities. However local development documents can set out the circumstances in which provision would not be required on a site or where a financial contribution would be acceptable.

Regional Strategy and Policy

- 10.6 'Growth and Regeneration in the Thames Gateway' (2004) illustrates how the region can deliver at least 120,000 net additional dwellings by 2016, if the necessary infrastructure is put into place. It suggest several factors which will be required for delivery, including (i) higher densities especially in areas with good transport links, (ii) improved transport infrastructure and (iii) the re-designation of former industrial land. The document also states that major improvements in the quality of existing and new housing will be needed, whereby appropriate increases in density must be accompanied by sustainable construction principles and high standards of design. It considers that affordable housing will be very important to address social needs and ensure that a workforce with a range of skills can be accommodated across the area.
- 10.7 The East of England Plan sets out regional housing policy and targets as well as district level housing figures, including 6,500 net additional dwellings in Southend between 2001 and 2021 (Policy H1). Policy H3 provides that within the overall housing requirements, LDD's should set appropriate targets for affordable housosng with the exception that some 35% of housing coming forward is affordable.
- 10.8 The strategic direction of the delivery of housing is contained in the Regional Housing Strategy (RHS) for the East of England (2005). The vision for the Region is that 'everyone can live in a decent home which meets their needs, at a price they can afford and in locations that are sustainable'. The document provides clear guidance of

Southend on Sea Local Development Framework 2001 – 2021

Core Strategy Development Plan Document – December 2007

the type of housing which should be provided in the region and an approach to the improvement and maintenance of existing housing stock. In essence, it presents a strategy for more, and more sustainable, housing provision, high quality homes and environments, and inclusive communities, as well as recommendations for public investment.

Local Strategy and Policy

- 10.9 Of the seven 'ambitions' outlined in the Community Plan for Southend, housing may aid several, both direct and indirectly. In particular, it will contribute towards the ambition of a 'Supportive Community' by helping to meet the 'national Decent Homes Standard' and improving 'the management and quality of housing stock in the town'.
- 10.10 The published Census population of Southend at 2001 was 160,257. This figure is expected to rise by approximately 3% by 2021. The projected growth in households in the town during the period to 2021 is broadly in line with the proposed growth in housing provision for the same period (i.e. 325 dwellings per annum).
- 10.11 However, compared with other parts of the region, Southend's economic performance has been weak, and population and housing growth has outstripped economic growth. In addition, there are marked differences in prosperity across the town, with five wards being eligible for Objective 2 funding. For this and other reasons, the town has been included in the Thames Gateway.
- 10.12 The Government's 'sustainable communities' agenda also requires that there should be an appropriate and sustainable balance between jobs, infrastructure and housing. Mechanisms are needed, therefore, to ensure that job provision and infrastructure are in place in Southend before further major expansion in housing development occurs, and that from then on a balance is maintained. Regard must be had to the actual delivery of the job targets before additional housing growth is permitted. In the same way, social and transport infrastructure to support employment-led regeneration needs to be in place before additional growth is permitted.
- 10.13 Sustainable communities must also be attractive and provide realistic housing opportunities to the full range of income groups. There will, therefore, be a need to deliver a wide range of housing types and affordability across the town.
- 10.14 Average dwelling prices in Southend are generally lower than those in adjoining local authority areas (with the exception of Thurrock). There are, however, significant spatial variations across Southend and for some types of housing, average prices are generally higher than those in neighbouring areas. It is clear that, in Southend as elsewhere in the region and Greater South East, open market dwelling prices are significantly above average earnings, and that accessibility to suitable housing is severely restricted for many local residents.

- 10.15 The results of the updates to the Southend Housing Needs survey (April 2004 & 2005) confirm a continuing very high level of housing need in the town, with a requirement for the provision of 1,363 units of affordable housing per annum over the next five years, if all the affordable needs are to be met. Whilst this is an indication of the scale of the problem, it has to be tempered against the assumptions made in the study, the practicality of delivery and the availability of 'qualifying' sites. Nevertheless, the Housing Needs Survey and its Updates clearly indicate that a significant policy target for the provision of affordable housing is justified.
- 10.16 Using information from the Residential Land Availability Study 2004 and Urban Capacity Study 2003, work to assess the potential yield from identified possible sites over the whole period 2001 to 2021, has indicated that applying a target of 30%, 35% and 50% to sites of 15 plus units would provide approximately 799, 932 and 1,332 affordable units respectively. Applying the East of England Plan target of 35% of the regional provision to Southend's planned provision would provide a yield in the region of 2,275 affordable units by 2021. However, at least a third of Southend's total provision is likely to be from small windfall sites, and it is unlikely, therefore, that more than 1,516 affordable units could be achieved. Clearly this is significantly lower than the Housing Needs Survey assessment of need.
- 10.17 Within Southend, the nature and scale of development sites that are likely to contribute to housing provision during the period 2001-2021 (i.e. high density development on small sites comprising previously developed land) suggests that a balanced approach is needed to the setting of targets and thresholds for affordable housing provision. This balanced approach should take on board, amongst other things, the scale of need and issues of financial viability. Whilst the Council would wish to send a clear message about what will be required of development schemes, so that these considerations can be taken into account early in the planning and development process (See KP3 'Implementation and Resources'), there is clearly a responsibility to adopt a reasonable stance with regard to affordable housing provision. There is also a need to recognise that a range of tenures and types of affordable housing should be considered.
- 10.18 In terms of the type of affordable housing able to meet identified need, analysis suggests the existence of a significant shortage of one and two bedroom homes in the owner occupied sector.
- 10.19 A Key Worker Study for Southend was also carried out in 2004 to establish whether problems surrounding recruitment and retention of key workers locally, both now and in the future, are linked to a lack of suitable and affordable housing. Analysis of the 2004 Housing Needs Study Update dataset, as part of this study, identified the following issues:
- I. that recruitment problems within public sector organisations stretch beyond employment categories covered by the ODPM definition of key worker but the

categories are essentially professional, managerial and technical within the public sector and the NHS;

- II. that local housing affordability is thought to be one factor contributing to recruitment problems locally;
- III. that there is likely to be some requirement for targeted housing for key worker households; and
- IV. there are critical shortages of key workers in the social work and teaching categories and assistance with housing would be a main factor in easing these problems.

10.20 Regional policy guidance makes it clear that there is a need to deliver job-led regeneration and growth, and in particular to provide for 6,500 net additional dwellings in the period 2001 to 2021 within Southend on Sea. The delivery of housing growth will be phased over three periods, outlined in Policy CP8 below. The evidence and data used to inform this phased growth is based on an examination of existing sites with planning permission, as well as future and potential supply sites. This information was assessed using annual residential land availability monitoring data, the Southend Urban Capacity Study (2003) and by researching the yield from potential development sites within Southend Town Centre.

10.21 This phasing has been derived in order to meet needs and ensure that a balance remains, and can be suitably monitored, between housing, employment and infrastructure provision, thereby contributing to the government aim of delivering sustainable development and creating sustainable communities. The completed and projected dwelling provision up to 2021 is illustrated in the 2006 housing trajectory below (Figure 1). The chart demonstrates that Southend has had a continuous 15 year supply of deliverable housing since 2001, which will be supplemented by a supply of further specific, developable sites through the site allocations and policies in, inter alia, Area Action Plans scheduled for preparation early in the LDF process, to ensure that regeneration and growth is delivered in the areas of change identified in the Spatial Strategy. Further details about past completions and future provision may be found in the 'Southend Annual Monitoring Report'.

Housing Trajectory 2006

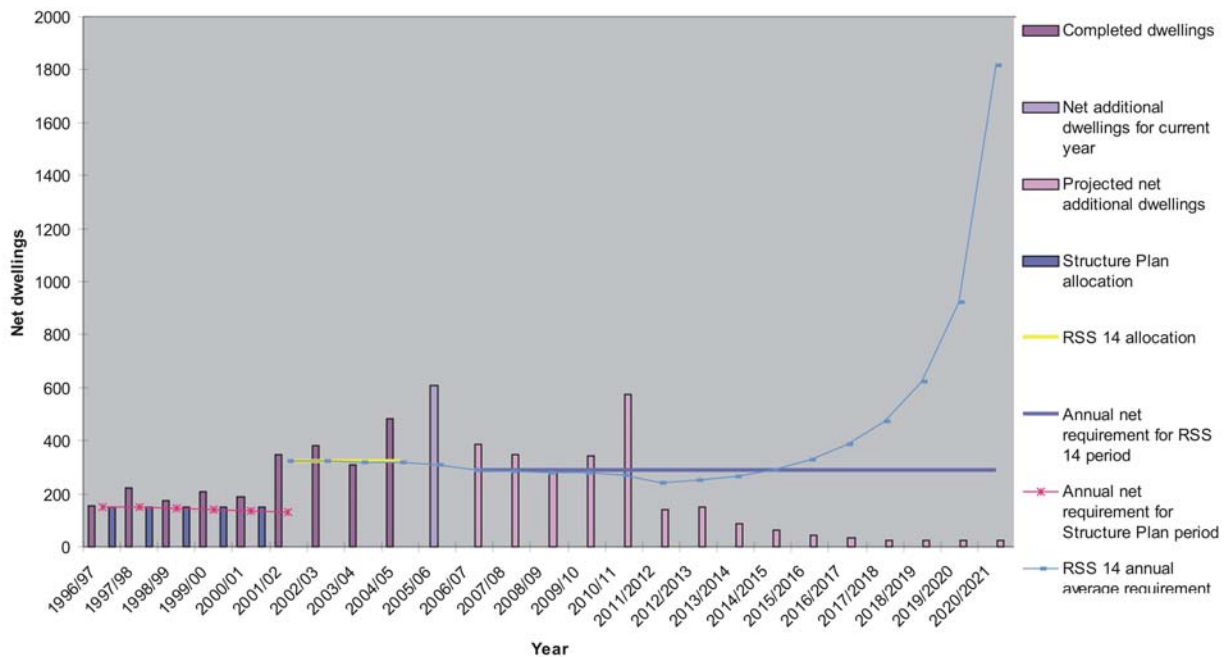


Figure 1 (Source: Southend Annual Monitoring Report 2005)

10.22 The limited land resources in the town and the significant, identified housing needs clearly require a focussed approach to housing provision. This should be based on securing and upgrading the existing housing stock and development opportunities, and ensuring that the supply of new dwellings is targeted to meet the needs of local people.

10.23 In order to deliver the strategic objectives in relation to housing the following approach is therefore considered to be required:

- i. provide for Strategic housing requirements as much as possible within the existing urban area, by making best use of existing land and buildings with a particular focus on:
 - i. a major expansion of town centre and seafront* housing;
 - ii. realisation of the future potential of land at Shoeburyness in association with improved sustainable transport links and other infrastructure requirements;
 - iii. promotion of mixed use developments and higher densities within the Town Centre and District Centres and large development sites, in particular those highly accessible locations with good transport links and amenity services; and
 - iv. improving the quality and making the best use of existing housing (i.e. the Council’s own stock and private sector housing) through meeting the Decent Homes Standard, improving voids turnaround, bringing long term empty properties back into use, and awarding housing assistance

grants to owner – occupiers, tenants and landlords to improve, repair and adapt private sector dwellings.

* 'Seafront': subject to the safeguarding of the biodiversity importance of the foreshore

- II. ensure that housing provision is targeted to meet the needs of local people, in particular:
 - i. promoting the provision of affordable housing in line with the requirements indicated in local needs assessments;
 - ii. working with major employers and housing associations to make effective and co-ordinated provision for key workers; and
 - iii. tackling the housing needs of those sections of the community who have particular requirements including the homeless and people with disabilities.

10.24 With the exception mentioned in paragraph 10.26 below and based on all the evidence outlined above, Policy CP8 below provides a core strategic policy to give local application to Government objectives, regional and sub-regional strategy, and identified local needs and priorities. It reflects the spatial considerations set out in the East of England Plan and in the spatial strategy of Policy KP1 above. It replaces the following development plan policies in the adopted Southend-on-Sea Borough Local Plan:

Policy H1 – Housing Provision

Policy H2 – Future Housing Needs

Policy H11 – North Shoebury

Policy H13 – Queens Road Area

Borough Local Plan Policies H3, H4, H5, H6, H7, H8, H9, H10 and H12 will remain part of the Development Plan for the Borough, pending their review as part of the preparation of a 'Criteria Based Policies and Site Allocations' Development Plan Document, as programmed in the Borough Council's Local Development Scheme. Detailed guidance in relation to urban design principles, which are expected of all developments, is provided in the Southend "Design and Townscape Guide SPD".

10.25 The Borough Council recognises that gypsies and travellers often need a permanent base from which to travel or bring up children. No such need has been manifest in Southend in recent years although significant need exists elsewhere in Essex. Pending the outcome of the single issue review of the East of England Plan on gypsies and travellers, any such proposals will be assessed against the Development Principles set out in Key Policy KP2. More detailed proposals will be included in the Criteria-Based Policies and Site Allocations DPD.

Policy CP 8: Dwelling Provision

Provision is made for 3,350 net additional dwellings between 2001 and 2011 and for 3,150 net additional dwellings between 2011 and 2021, distributed as follows:

	2001-2011	2011-2016	2016-2021	2001-2021
Town Centre and Central Area	1,000	750	250	2,000
Shoeburyness*	650	300	450	1,400
Seafront**	450	50	50	550
Intensification***	1,250	500	800	2,550
TOTAL	3,350	1,600	1,550	6,500
Per annum	(335)	(320)	(310)	(325)

Further detailed guidance into development in part of Shoeburyness will be provided in the "Shoeburyness SPD".

** 'Seafront': subject to the safeguarding of the biodiversity importance of the foreshore.

*** In broad terms, intensification is making more effective use of land in a given area, where such sites may be poorly used, and even unsightly. Areas for intensification generally have potential for increased residential accommodation by building or redeveloping at an increased density and by incorporating a mix of uses where appropriate. With good design, layout and construction, intensification may improve the appearance of places as well as their sustainability.

Residential development proposals will be expected to contribute to local housing needs, including affordable and special needs provision, and the sustainable use of land and resources. To achieve this, the Borough Council will:

1. require the provision of not less than 80% of residential development on previously developed land (brownfield sites);
2. resist development proposals that involve the loss of existing valuable residential resources, having regard to the limited land resources in the Borough, the need to safeguard an adequate stock of single family dwellinghouse, and to protect the character of residential areas;
3. enter into negotiations with developers to ensure that¹:
 - a. all residential proposals of 10-49* dwellings or 0.3 hectares up to 1.99 hectares make an affordable housing or key worker provision of not less than 20% of the total number of units on site; and
 - b. all residential proposals of 50* dwellings or 2 hectares or more make an affordable housing or key worker provision of not less than 30% of the total number of units on the site;

*The rational which will be used by the Council to determine whether more than the specified floor target for affordable housing will be sought will be set out and justified in 'Part 6 Affordable Housing' of the 'Planning Obligations and Vehicle Parking Standards DPD'.

¹ Further more detailed policy, guidance and definitions will be provided in the Councils 'Planning Obligations & Vehicle Parking Standards DPD'.

For sites providing less than 10 dwellings (or below 0.3 ha) or larger sites where, exceptionally, the Borough Council is satisfied that on-site provision is not practical, they will negotiate with developers to obtain a financial contribution to fund off-site provision. The Council will ensure that any such sums are used to help address any shortfall which in affordable housing. Preferred arrangements for this will also be set out in the above DPD.

The Council will work with partner agencies to ensure that any such sums collected are programmed for the provision of affordable housing, in order to help address any shortfall which may occur in the level of affordable housing obtained through on-site provision arising from the urban nature of the Borough and a need to maintain viability of development scheme (see footnote 1).

4. promote the provision of housing for key workers in partnership with major employers and registered social landlords
5. require residential development schemes within the Borough's town, district and local centres to include replacement and/or new retail and commercial uses, in order to safeguard, maintain and enhance the vitality and viability of these shopping and commercial areas
6. support and require a vibrant mix of employment, residential and community uses on larger sites, to support greater economic and social diversity and sustainable transport principles

The Council will monitor and assess the delivery of both the transport infrastructure priorities set out in the RTS (Regional Transport Strategy) and Southend LTP (Local Transport Plan) and the employment targets required by Policy CP1: Employment Generating Development of this Plan. Failure to achieve targets set for 2011 and thereafter may trigger a review of the phasing and further release of the housing provisions set out within this policy, in order to ensure that an appropriate balance between employment, infrastructure and dwelling provision is secured and maintained. In order to remain in general conformity with the East of England Plan, (Policy H1) and to ensure that there is sufficient housing provision in Southend on Sea to meet the East of England Plan's housing allocation (2001-2021), the 6,500 net additional dwellings will not be phased beyond 2021 end date of this plan.

Core Policy CP8: Dwelling Provision - Monitoring and Implementation Framework					
Core Indicator	Policy Indicator	Target/direction	Strategic Objective	SA/SEA Objective	Delivery Body(ies)
Total number of dwellings built and total amount of supply allocated to meet Regional Spatial Strategy requirements	Southend on Sea Housing Trajectory	(i) 6,500 net additional dwellings by 2021 and/or 325 net additional dwellings per annum	SO3, SO4, SO6, SO14, SO15	<ul style="list-style-type: none"> Social progress which recognises the needs of everyone 	SBC, RSLtd, TGSE Partnership, Development industry
		(ii) Rolling provision for 5 year housing supply ¹			
Provide and maintain a range of dwelling sizes to meet assessed local needs	(i) Total number of dwellings built, by size, within the plan period (temporally) and within the specified areas (spatially) as described in the table in Policy CP8	(i) 3,350 net additional dwellings between 2001 & 2011 and 3,150 between 2011 and 2021 distributed spatially as described in the table in Policy CP8	SO3, SO4, SO6, SO7, SO10, SO14	<ul style="list-style-type: none"> Social progress which recognises the needs of everyone Effective protection of the environment 	SBC, RSLtd, TGSE Partnership, Development industry
	(ii) Total number of dwelling units, by size, lost to non-residential uses	(ii) Maintain loss of residential units at current or lower levels during plan period			
Percentage of new and converted dwellings on previously developed land	Total number of dwellings built on previously developed land and greenfield land per annum	Not less than 80% of residential development on previously developed land (brownfield sites) by 2021	SO4, SO6, SO10, SO16, SO17	<ul style="list-style-type: none"> Effective protection of the environment Prudent use of natural resources 	SBC, RSLtd, TGSE Partnership, Development industry
Affordable housing completions	Total number of affordable houses built in accordance with the specified targets and thresholds, described in policy CP8	Affordable housing to achieve minimum targets for sites in Policy CP8 housing supply by 2021	SO7, SO13	<ul style="list-style-type: none"> Social progress which recognises the needs of everyone 	SBC, RSLtd, TGSE Housing Group, Development industry, RSLs

¹ Analysis and assessment of release of housing supply will be in accordance with the 'Plan, Monitor and Manage' approach (see Policy CP9 Monitoring and Review))



section eleven



Section 11 – Monitoring and Review

- 11.1 In line with Part 2 of the Planning and Compulsory Purchase Act the Borough Council will prepare a Southend Annual Monitoring Report (SAMR). This Annual Monitoring Report will include an assessment of the extent to which national targets and the strategic objectives and policies in this Core Strategy Development Plan (and other local development documents as and when appropriate) are being achieved.
- 11.2 In addition the SAMR will include an assessment of local development document preparation against the milestones and timescales set out in its Local Development Scheme (LDS). The Southend LDS will be monitored on an annual basis, assessing change and progress that has taken place each year between 1st April and 31st March, and reviewed as appropriate.
- 11.3 It is anticipated that the SAMR will be submitted to Government for information by the end of December each year and will be made publicly available at approximately the same time.
- 11.4 To monitor the performance of the Core Strategy Development Plan Policies and assess whether or not the Plan's aim and strategic objectives are being achieved, the Borough Council will have regard to:
- I. contextual information relating to socio-economic issues and built/environmental assets at both the local and sub-regional level (specific information that will be collected will include: GVA (Gross Value Added); unemployment levels; average wages; workforce profile; commercial land/rental value; yields and floorspace; relevant land use/land availability data and take up rates);
 - II. Government Core Output Indicators and targets as published in associated national guidance;
 - III. relevant indicators and targets in the Local Strategic Partnership's Community Plan; and
 - IV. local output indicators and targets that reflect the aim, strategic objectives and specific requirements of policies in this Core Strategy (as set out in the monitoring and implementation frameworks at the end of Sections 3-11 of this document).
- 11.5 The performance indicators and targets, together with relevant contextual output indicators, setting out how progress on delivery will be measured, are contained in the monitoring frameworks incorporated in each relevant section of the Core Strategy above. In addition details of the delivery and implementation of the public/private utility projects/schemes (set out in the form of tables in this Section after Policy CP9), will assist in the monitoring process in relation to:
- Flood defences (Policy KP1);

- Transport and Accessibility (Policy CP3);
- Community Infrastructure (Policy CP6);
- Sport, Recreation and Green Space (Policy CP7).

Jobs and housing will be delivered predominantly by the private sector and delivery will be monitored on at least an annual basis having regard to indicators and targets. All this information will form an integral part of the Southend Annual Monitoring Report.

11.6 Analysis and assessment of monitoring data will be undertaken with particular regard to:

- I. its impact on the contextual profile of the town
- II. the spatial dimensions of policies and their associated targets
- III. the chronological and inter-connected nature of targets set for the provision of jobs, dwellings and transport infrastructure.

11.7 This analysis and assessment, together with any action identified to be necessary in the light of it, will also be undertaken in accordance with Policy IMP2 of the East of England Plan to track the delivery of development and the related components of sustainable communities. Policies CP1, CP3 and CP8 above contain provisions to ensure the close co-ordination of jobs, dwellings and infrastructure. Where monitoring indicates that the strategic objectives of job-led growth and the prior or parallel provision of infrastructure are not being achieved, there will be a re-appraisal of the phasing and release of further development – and in particular housing development – accordingly.

11.8 A full review of this Core Strategy will be completed in five years time to align with the review process of the East of England Plan (Regional Spatial Strategy). The review of the East of England Plan is programmed for completion in the spring of 2011 and will roll forward the regional spatial strategy to cover the period to 2030. More frequent partial alterations of specific policies and issues will be undertaken as necessary having regard to changing national and regional policies and local circumstances, and the findings of the regional and local Annual Monitoring Reports.

Policy CP9: Monitoring and Review

The Borough Council will undertake regular monitoring to:

1. appraise the impact of the Plan and measure the effectiveness of its policies and proposals, using the monitoring and implementation frameworks set out in this document, particularly with regard to ensuring a job-led regeneration of the town with the necessary supporting infrastructure
2. appraise the performance of plan preparation with reference to the Local Development Scheme
3. indicate the need for policy revision, in particular re-appraisal of the phasing and release of further housing or other development, and/or where there may be a need for additional Supplementary Planning Documents and/or Area Action Plans.

Core Policy CP9: Monitoring and Review

Phasing	Jobs and Dwellings Target	Infrastructure requirements					Local Development Framework
		Social	Green	Transport			
2001 - 2011	Not less than 6,500 net additional jobs and 3,350 net additional dwellings	Amount of commensurate contributions made to the community facilities' needs and priorities identified in Policy CP5 (Targets to be set within Planning Obligations and Vehicle Parking Standards DPD)	Amount of commensurate contributions made to the sport, recreation and open space needs and priorities identified in Policy CP7 (Targets to be set within Planning Obligations and Vehicle Parking Standards DPD)	Total number of key transport infrastructure schemes completed within the plan period as described in Policy CP3 and Draft East of England Plan Policy TG/SE3 and Policy T17 (Table 8.3)	Percentage of required LTP / Major Scheme funding received	Amount of commensurate contributions made to the transportation infrastructure needs and priorities identified in Policy CP3 (Targets to be set within Planning Obligations and Vehicle Parking Standards DPD)	Preparation milestones in LDS met for <ul style="list-style-type: none"> - DPD1 Core Strategy - DPD2 Planning Obligations and Vehicle Parking Standards - DPD3 Town Centre Area Action Plan - DPD4 Seafront Area Action Plan - SPD1 Design and Townscape Guide - SDP2 Sustainable Transport - SDP3 Green Space and Green Grid Strategy - SPD4 Shoeburyness New Ranges - DPD5 Criteria Based Policies and Site Allocations
2011 - 2021	Not less than 6,500 net additional jobs and 3,150 net additional dwellings						



appendices



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Background Documents and Technical Studies

1. In preparing the planning policies within this Core Strategy DPD the Council has taken into account relevant regional and local strategies and plans and a range of background technical studies. Some of this work has been undertaken by the Council, or on its behalf, and will be published in the form of background technical documents.
2. Background strategy documents to which the Council has had regard when developing this Core Strategy DPD include:
 - a. Draft East of England Plan – Secretary of States Proposed Changes December 2006
 - b. East of England Regional Economic Strategy, EEDA
 - c. Single Programme Document 2000 – 2006, European Union Objective 2 Programme for the East of England, 2000
 - d. Essex Shoreline Management Plan, Mouchel Consulting Limited, April 1997
 - e. Southend-on-Sea Shoreline Strategy Plan, Mouchel Consulting Limited and Southend-on-Sea Borough Council, February 1998
 - f. A Vision for the Future, Thames Gateway South Essex Partnership, 2002
 - g. Delivering the Future, Thames Gateway South Essex Partnership, July 2003
 - h. Community Plan “Southend – setting the standard”, Southend Together Local Strategic Partnership, March 2003 and Updated Action Plans 2004 - 2006
 - i. Renaissance Southend Urban Regeneration Company -Submission to ODPM and DTI, EEDA (supported by Southend-on-Sea Borough Council) 2004
 - j. Southend-on-Sea Borough Council Corporate Plans 2004-2007 and 2006-2009
 - k. Housing Strategy Statement Update, Southend-on-Sea Borough Council, 2003-2006
 - l. “Making Culture Count”, A Cultural Strategy for the Borough of Southend-on-Sea, Southend-on-Sea Borough Council, 2003
 - m. Local Biodiversity Action Plan, Southend-on-Sea Borough Council, July 2003
 - n. Southend-on-Sea Local Transport Plans 2001/2 - 2005/6 (LTP1) and 2006 – 2011 (LTP2), Southend-on-Sea Borough Council, July 2000 and March 2006
 - o. Southend on Sea Local Transport Plan - 5th Annual Progress Report – Southend on Sea Borough Council, July 2005
 - p. Southend on Sea Cycle Network Appraisal: Final Report, Transportation Planning (International), January 2003; Local Transport Plan and Annual Progress Report Cycle Network Review, Implementation Programme and Funding Opportunities, Southend-on-Sea Borough Council, March 2004
 - q. Southend-on-Sea Borough Local Plan Review: Issues Report, Southend-on-Sea Borough Council, March 2001
 - r. Southend-on-Sea Gateway Town Centre Strategy 2002-2012, Southend-on-Sea Borough Council Scrutiny Committee Report, December 2001

3. In addition, there is a range of studies and strategies that have been or are being undertaken by other organisations and/or not produced specifically for planning purposes that will be of relevance to LDD preparation locally. Examples include: Leigh-on-Sea Town Council's Town Plan 'A Vision for Leigh' 2003, the Thames Gateway South Essex Strategic Framework Document, and associated work such as the Thames Gateway South Essex Green Grid Strategy.
4. Technical Studies and Reports will be made available to consultees for information purposes:
 - a. Consultation Framework Document "Town Centre Study and Master Plan Framework", Buro Happold/DTZ Pineda, 2003
 - b. Housing Needs Report 2003 - Fit for Purpose: Department of Social Care, Southend-on-Sea Borough Council, 2004
 - c. Southend-on-Sea Housing Needs Survey - Update Report, Fordham Research, June 2004
 - d. Southend-on-Sea Urban Housing Capacity Study – Final Report, Atkins, August 2003
 - e. Southend-on-Sea Retail Study, CB Richard Ellis, September 2003
 - f. A Study of Playing Pitches in Southend-on-Sea – Final Report, Leisure and the Environment, August 2004
 - g. A Study of Open Space and Recreation in Southend-on-Sea – Final Report, Leisure and the Environment, August 2004
 - h. Southend-on-Sea Key Worker Study – Final Report, Fordham Research, August 2004
5. Whilst every effort is made to ensure that each report is factually accurate, the contents, opinions, conclusions and recommendations are those of the consultant who carried out the study and they do not necessarily represent the views of the Borough Council. They are made available on the basis that as background technical documents they form part of the evidence base for the policies included within the Local Development Framework for Southend.

Glossary/Definition of Terms Used

RSS	Regional Spatial Strategy for the East of England, the East of England Plan (replacing RPG9, Regional Planning Guidance for the South East, 2001 in relation to Southend-on-Sea)
Local Development Documents	Documents setting out the Authority's policies and proposals for the development and use of land in its area, together with further guidance on those policies and proposals, and which together comprise the Local Development Framework for the area
Development Plan Documents	Local Development Documents that set out the Authority's policies and proposals for the development and use of land in its area, and which together form the statutory development plan for the area
Area Action Plans	Development Plan Documents setting out the Authority's policies and proposals relating to areas of significant change or special conservation
Supplementary Planning Documents	Local Development Documents providing further guidance on the Authority's policies and proposals for the development and use of land, but which do not form part of the statutory development plan for the area
Local Development Scheme	A document required to be prepared and maintained by the Authority under the Planning and Compulsory Purchase Act 2004 to manage the programme of Local Development Framework preparation, and to inform the public of the documents that will make up that Framework and the timescales they can expect for the preparation and review of these documents
Affordable Housing	Affordable housing includes social rented and intermediate housing, provided to specified eligible households whose needs are not met by the market. Affordable housing should: <ul style="list-style-type: none"> - Meet the needs of eligible households including availability at a low cost enough for them to afford, determined with regard to local incomes and local house prices. - Include provision for the home to remain at an affordable price for future eligible households or, if these restrictions are lifted, for the subsidy to be recycled for alternative affordable housing provision.

Key Worker	Person employed in an occupation category that is categorised locally or sub-regionally by a number of the following: skills shortages; low response to job advertisements; poor quality of candidates against the person specification; refusal of a job offer by successful candidates; high turnover of staff; viability of service or product threatened by insufficient staff; the provision of essential public services
Sustainable Communities	Sustainable communities are places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all
Green Belt	Land that it is considered necessary to keep permanently open in order to achieve one or more of the five purposes of the Green Belt set out in national policy guidance (currently Planning Policy Guidance Note 2, PPG2: Green Belts)
Greenfield	All land that does not fall within the definition of 'Previously Developed Land' (see summary definition below). Not all greenfield land will be included within the Green Belt
Previously Developed Land	Land which is or was occupied by a permanent structure (excluding agricultural or forestry buildings) and associated fixed surface infrastructure. The definition includes the curtilage of the development but excludes land in built-up areas which has not been developed previously (e.g. parks, recreation grounds and allotments, even though these areas may contain certain urban features such as paths, pavilions and other buildings)

Key Policies KP1 (Spatial Strategy - Flood Risk) - Delivery and Implementation

Project	Delivering Authority	Scheme Description	Related Plan/ Strategy	Dependencies	Delivery			Possible Contingencies
					Commitment / Priority*	Funding/ Timing	Risks	
Policy Reference point 2 seafont								
<ul style="list-style-type: none"> Appropriate and sustainable flood risk management measures 	Southend BC/ Environment Agency/ DEFRA/private sector	Maintaining flood defences to meet the 1 in 200 year defence standard required by the Environment Agency.	Shoreline Management Plan/ Environment Agency/ Thames Estuary 2100 (TE2100) project - an initiative to develop a Flood Risk Management Plan for London and the Thames Estuary for the next 100 years.	Maintaining flood defences to an appropriate standard to protect the local resident and business community on an on going basis taking account of climate change, sea level rise and biodiversity interests etc. Funding will be critical to maintaining defences to the appropriate standards.	On going programme in accordance with Shoreline Management Plan and Environment Agency requirements. Significant improvements have already been recently completed on the eastern foreshore through a beach replenishment partnership scheme with Defra. Development at Shoebury Old Ranges is also incorporating the provision of sustainable sea defences.	Defra/Environment Agency/private sector	Medium risk - subject to availability of funding to complete programme. Flood defences within and adjacent to Southend are mainly in good overall condition (South Essex Strategic Flood Risk Assessment). Environment Agency currently pursuing programme in partnership through the TE2100 project.	Seek alternative funding sources in partnership

Core Policy CP7: Sport, Recreation and Green Space - Delivery and Implementation								
Project	Delivering Authority	Scheme Description	Related Plan/ Strategy	Dependencies	Delivery			Possible Contingencies
					Commitment/ Priority*	Funding/ Timing	Risks	
Policy Reference 1: Optimising the potential for sports excellence and research and development centred on existing sports and leisure facilities								
See Policy CP6 - Delivery and Implementation (Garons Park)								
Policy Reference 2: Supporting the development of new green spaces and greenways								
<ul style="list-style-type: none"> New Country Park Facility 	Partnership initiative (Southend BC/Essex CC/ Rochford DC/Essex Thames Gateway)	Provision of a new Country Park facility to the north - east of the Borough.	ETG Green Grid Strategy	Essential to remedying deficiencies in such provision in the eastern sector of the Borough for the benefit of residents (70,000 population)	Commitment to find a permanent solution.	Southend BC/Rochford DC/Essex CC/ETG	Medium/ High - subject to availability of funding and land assembly	Seek alternative funding sources
<ul style="list-style-type: none"> Green Grid 	Partnership initiative (Southend BC and Essex Thames Gateway)	Provision of a network of green corridors linking open spaces and parks	ETG Green Grid Strategy	Important to safeguarding and enhancing the environment and biodiversity of the Borough	Commitment to the initiative - detailed framework to be developed through the preparation and adoption of Green Space and Green Grid Strategy SPD (part of LDF)	Southend BC/ETG	Low risk - subject to available funding	Seek alternative funding sources
Policy References (a) to(g): to meet requirements generated by additional housing								
<ul style="list-style-type: none"> additional and improved public open space, sports and ancillary facilities, indoor sports facilities 	Southend BC/private sector	Local and neighbourhood park facilities, children's play areas, bowling greens, multi use games areas, grass playing pitches, improvements to existing indoor and outdoor sports facilities and facilities for teenagers.		Essential to meet the recreational and leisure needs of the local community and to improving biodiversity.	Commitment to improved provision Green Space and Green Grid Strategy SPD (part of LDF)	Southend BC/private sector	Low/ Medium risk - subject to available funding and land provision	Seek alternative funding sources in partnership/ Increased emphasis on the improvement and enhancement of existing open space and sports facilities, including the essential ancillary facilities supporting them.

Core Policy CP6: Community Infrastructure - Delivery and Implementation								
Project	Delivering Authority	Scheme Description	Related Plan/ Strategy	Dependencies	Delivery			Possible Contingencies
					Commitment/ Priority*	Funding/ Timing	Risks	
Policy Reference 1: Providing for Health and Social Care Facilities								
<ul style="list-style-type: none"> Primary Care Centres 	South East Essex Primary Care Trust under the Local Improvement Finance Trust (LIFT)	Primary Care Centres will provide the key hub across South East Essex for health and social care services.	Strategic Service Development Plan	Part of NHS modernisation agenda. Critical to improving health care facilities for the benefit of the local community.	Commitment to a 20 year programme within South East Essex.	Funded by the public sector through LIFT. Initial schemes at Leigh and Shoebury with future schemes planned in central Southend, Westcliff, Kent Elms and Southchurch. Construction of a Primary Care Centre in Leigh has commenced.	Low risk - subject to availability of funding to complete programme	Seek alternative funding sources in partnership
Policy References 2: Support the needs of education, skills and lifelong learning								
<ul style="list-style-type: none"> Higher Education/ University Campus 	South Essex College/Essex University/ Renaissance Southend	Providing additional facilities to maximise the impact of the town centre campus including Business Incubator/Innovation Centre (BIC).	Town Centre Masterplan	Critical to improving education, skills and life long learning in the Borough	On going programme of improvements. Phases 1 and 2 now completed and operational.	DfE/Private sector funding. Critical element of Masterplan/ short to medium term scheme	Low risk - subject to availability of funding and land acquisition	Seek alternative funding sources in partnership
<ul style="list-style-type: none"> Prospects College 	Prospects College in partnership with Thorpe Bay School	Providing purpose built facilities for academic and vocational education/training.		Critical to improving education, skills and life long learning in the Borough	Programmed for 2007/08		Low risk - subject to securing full funding	Seek alternative funding sources in partnership
<ul style="list-style-type: none"> Aviation Academy 	Prospects College/ Regional Airports Ltd/ private sector partnership	Providing for educational/training skills in aviation engineering and flight mechanics.	Airport Masterplan	Critical to improving education, skills and life long learning in the Borough	Scheme commenced. Longer term proposals to establish an Essex College of Aviation.	Learning and Skills Council	Low risk - scheme committed	

Policy Reference 3: Safeguarding existing and providing new leisure, cultural, recreation and community facilities								
<ul style="list-style-type: none"> Optimising the potential of Garon's Park 	Southend BC	Provision of new facilities, in particular swimming facilities		Improving the recreational and leisure offer at the Centre for the benefit of local residents.	Commitment to fund improvements to provide for new swimming facilities	SBC/Private sector funding. Medium term scheme.	Low/Medium risk - subject to available funding	Seek alternative funding sources/ reliance on improving existing recreational facilities
<ul style="list-style-type: none"> Phase 2 of the refurbishment of the Cliffs Pavilion 	Southend BC	Provision of enhanced facilities, particularly stage improvements	Cultural Strategy	Critical to providing quality entertainment facilities and to enhancing the focus of the town as a regional entertainment and cultural centre.	Commitment to pursue broader cultural offer in partnership	SBC/private sector	Medium risk - subject to available funding	Seek alternative funding sources.
<ul style="list-style-type: none"> Securing a landmark facility to exhibit finds associated with the 7th Century Saxon King 	Southend BC/ Renaissance Southend	Essential to securing a permanent home to exhibit a major local archaeological find of international importance.	Cultural Strategy	Vital to enhancing the cultural offer of the town within an international context.	Commitment to find a permanent solution.	SBC/Heritage Lottery Fund/private sector funding. Medium term scheme.	Medium risk - subject to available funding	Seek alternative funding sources/ provide exhibition space within existing museum/cultural facilities
<ul style="list-style-type: none"> Reinforcement of Southend Pier as an icon of the Thames Gateway 	Southend BC/ Renaissance Southend	Critical to securing the long term future of the Pier as a major national/regional tourism and leisure attraction.	Cultural Strategy	Vital to enhancing the tourism and cultural offer of the town as a regional entertainment and cultural centre.	Commitment to find a permanent solution.	SBC/private sector funding. Medium term scheme.	Medium risk - subject to available funding and environmental safeguards.	Seek alternative funding sources
<ul style="list-style-type: none"> Cliff Gardens Land Stabilisation 	Southend BC/ Renaissance Southend	Essential works to provide a permanent solution to natural geological cliff movement on the foreshore	Cultural Strategy	Critical to securing the future of land located at the heart of the town's leisure and tourism offer.	Commitment to find a permanent solution.	SBC/ETG/ private sector. Medium/long term scheme.	Medium/ High risk - subject to available funding	Seek alternative funding sources

Core Policy CP3: Transport and Accessibility - Delivery and Implementation

Project	Delivering Authority	Scheme Description	Related Plan/ Strategy	Dependencies	Delivery			Possible Contingencies
					Commitment/ Priority*	Funding/ Timing	Risks	
Policy Reference 1a: Improving the A127/A1159 east-west strategic transport and freight corridor								
<ul style="list-style-type: none"> A127/A1159 Cuckoo Corner/Priory Crescent 	Southend BC	<p>Highway and junction improvements at major pinch point on strategic road network to reduce congestion and improve accessibility.</p> <p>Scheme designed and costed. CPO and SRO's approved following public inquiry.</p>	<p>ETG Transport Business Plan - transport strategy.</p> <p>LTP1 approved Major Scheme.</p>	<p>Critical to realising full potential of key development/ employment sites in east and central Southend.</p> <p>Key part of proposed passenger transport corridor linking town centre and Airport.</p>	<p>Government support for funding (2006/7 to 2008/9)</p> <p>Regional Priority 1a</p> <p>ETG Transport Business Plan - High Priority Flagship Scheme</p>	LTP funding/ 2007/8	Low risk - Awaiting outcome of DfT funding decision on increased costs.	Seek alternative funding sources/ Reliance on improved traffic management and promotion of sustainable transport
<ul style="list-style-type: none"> Route Management on A127/A1159 	Joint ETG project (Southend BC, Essex CC, Thurrock BC and Essex TG)	Maintaining operating and improving the strategic road network. Managing and making better use of existing infrastructure.	Adopted Route Management Strategy (A127/A13/ A1159/A130)	Important to improving accessibility to key employment sites and opportunities on A127/A1159 and to town centre and central seafront areas.	<p>Regional Priority 1b</p> <p>ETG Transport Business Plan - High Priority Flagship Scheme</p>	LTP funding/ Route Management Strategy proposals being taken forward in accordance with agreed programme	Low risk - Programme subject to funding availability	Seek alternative funding sources in partnership
<ul style="list-style-type: none"> Junction improvements on A127 at Progress Road, Kent Elms Corner, The Bell, Fairfax Drive, East/West Street and Victoria Circus and on A1159 at Sutton Road 	Southend BC	Junction improvements on strategic road network to improve accessibility and facilitate congestion relief and sustainable transport improvements.	LTP2 Strategy	Vital to realising full development potential of key sites and to achieving the regeneration and growth of the town.	Regional Priority 1b	LTP and ETG funding/ Post 2015	Medium/ High risk - subject to available funding	Seek alternative funding sources/ Reliance on improved traffic management
Policy Reference 1b: Improving accessibility to key development opportunity sites								

<ul style="list-style-type: none"> Improved access to Shoeburyness and London Southend Airport (A127/A1159) 	Southend BC/ Essex CC	Highway and accessibility improvements to Shoeburyness and surface access improvements to Airport (linked to Route Management Strategy)	ETG Transport Business Plan - transport strategy. LTP2 Strategy	Improvements vital to realising full development potential of key development opportunity sites at Shoeburyness and regeneration potential of London Southend Airport as a regional airport facility.	Regional Priority 1b ETG High Priority Flagship Scheme	LTP/ETG/ Section 106 funding/ Post 2015	Medium Risk/ subject to available funding	Seek alternative funding sources/ Reliance on improved traffic management
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Policy Reference 1c: providing for the development of quality transport interchanges

<ul style="list-style-type: none"> Southend Interchange (Regional Transport Node) 	Southend BC/ Renaissance Southend/ Train Operating Companies/ Network Rail/DfT Rail	Improvements to regional interchange centre (Southend Victoria Railway Station, Central Railway Station, Travel Centre and seafront)	ETG Transport Business Plan - transport strategy. LTP2 Strategy/ Central Area Masterplan	Essential to achieving seamless travel improving/ promoting sustainable travel patterns. Key element in the regeneration of the town centre.	Regional Priority 2	LTP/ETG/ Section 106/ European funding. Initial improvements commenced. ongoing programme	Low risk/Quality Partnerships in place	Pursue as part of town centre comprehensive development schemes
<ul style="list-style-type: none"> Key Urban Interchanges 	Southend BC/ Renaissance Southend/ Train Operating Companies/ Network Rail/DfT Rail/Airport Company/ Health Care Trust	Improvements to urban interchanges at Leigh Railway Station, Shoeburyness Railway Station, Southend Hospital and London Southend Airport	ETG Transport Business Plan - transport strategy. LTP2 Strategy	Essential to achieving seamless travel and connecting regeneration hubs	Regional Priority 2	LTP/ETG /Section 106 funding. Initial improvements commenced.	Low risk/Quality Partnerships in place	Seek alternative funding sources/ Reliance on improved traffic management and promotion of sustainable transport

Policy Reference 2: Widening Travel Choice

<p>A13 Passenger Transport Corridor:</p> <ul style="list-style-type: none"> Phase 1 Phase 2 Phase 3 	Southend BC	<p>Passenger transport improvements on A13 from Leigh to town centre. Bus priority, bus infrastructure improvements and traffic management to promote sustainable transport modes.</p>	<p>ETG Transport Business Plan - transport strategy.</p> <p>LTP1 approved Major Scheme</p>	<p>Essential to providing quality sustainable travel and accessing local employment opportunities and community services.</p>	Committed Scheme	LTP funding Phases 1 and 2 completed.	<p>Low risk - scheme nearing completion Phase 3 on hold pending DfT decision on funding</p>	Seek alternative funding sources
<p>Extension of Bus Priority Corridors:</p> <ul style="list-style-type: none"> Phase 4 Phase 5 Phase 6 	Southend BC	<p>Extension of passenger transport corridor to central Southend, east Southend, Hospital and Airport. Bus priority, bus infrastructure improvements and traffic management to promote sustainable transport modes. Links to SERT proposals.</p>	<p>ETG Transport Business Plan - transport strategy.</p> <p>LTP2 Strategy</p>	<p>Essential to providing quality sustainable travel and accessing key regeneration sites, local employment opportunities and community services</p>	Regional Priority 2	LTP/ETG funding Medium term scheme	<p>Medium risk - subject to available funding</p>	<p>Seek alternative funding sources/pursue longer term SERT proposals in partnership</p>
<ul style="list-style-type: none"> Southend Travel Centre - Phases 1 and 2 	Southend BC/ Renaissance Southend/ private sector	<p>Replacement of outmoded bus station to provide modern travel centre facilities for sustainable transport modes.</p>	<p>LTP1 approved Major Scheme LTP2 strategy/ Central Area Masterplan</p>	<p>Critical to improving and promoting sustainable transport modes and key element in the regeneration of the town centre</p>	<p>Phase 1 Committed Scheme</p> <p>Phase 2 under consideration</p>	<p>Phase 1 -LTP funding. Scheme completed in March 2006</p> <p>Phase 2 - LTP/ETG/ Section 106 funding Medium term scheme</p>	<p>Completed</p> <p>Low risk - subject to available funding. Key element of town centre regeneration proposals</p>	<p>Pursue as part of town centre comprehensive development scheme</p>

<ul style="list-style-type: none"> Sustainable Seafront 	Southend BC/ Renaissance Southend/ Sustrans/ Essex TG	Integrated transport improvements including improved interchange links and completion of Sustrans National and Regional Cycle Route along seafront	LTP2 strategy/ Central Area Masterplan	Key routes that provide the backbone to the Borough's proposed cycle network. Essential to providing quality routes and promoting sustainable travel modes.	Regional Priority 1b	LTP/ETG/European funding/ Section 106 Medium term scheme	Medium risk/subject to available funding	Pursue as part of seafront regeneration proposals
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Policy Reference 3: Making provision and safeguarding appropriate corridors/land for new modes of passenger transport

<ul style="list-style-type: none"> South Essex Rapid Transit (SERT) 	Joint ETG project (Southend BC, Essex CC, Thurrock BC and Essex TG)	Development of a state of the art bus-based high quality rapid transit system to serve South Essex to promote sustainable transport modes.	TGSE Transport Business Plan - transport strategy. LTP2 strategy	Scheme critical to improving and promoting sustainable transport and to improving accessibility to key employment sites.	Regional Priority 1a ETG High Priority Flagship Scheme	LTP/ETG funding. Indicative Government support for initial funding of scheme (2009/10 to 2015/16). Longer term scheme	Low risk - Currently being researched by consultants on behalf of ETG partnership	Continue to pursue improvements in passenger transport in partnership with operators as part of Quality Partnership approach.
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<ul style="list-style-type: none"> Park and Ride 	Joint ETG project (Southend BC, Essex CC, Thurrock BC and Essex TG)	To be introduced as part of demand management strategy and improvements to town centre accessibility. Links with bus priority corridors, SERT, demand management and interchange improvements.	ETG Transport Business Plan - transport strategy. LTP2 strategy	Key element in improving accessibility to town centre and reducing congestion	Regional Priority 2	LTP/ETG funding Longer term scheme	Medium risk/subject to available funding and land availability	Seek alternative funding sources/ reliance on other sustainable transport projects
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Policy Reference 4: Realising the potential of the River Thames to function as a Sustainable Transport Corridor

• River Thames	Southend BC/Port of London Authority/ private sector	Sustainable river transport modes for business and tourism travel	LTP2 strategy	Opportunity to enhance cross-river accessibility and promote its tourism and business potential of Borough	Long term scheme	ETG/European funding	Medium/High risk. Subject to available funding, appropriate environmental safeguards and private sector involvement.	Reliance on other land based transport modes
Policy Reference 5: State of the Art Communications, signing and intelligent transport management systems								
• Intelligent Transport Systems	Joint ETG project (Southend BC, Essex CC, Thurrock BC and Essex TG)	Expansion of ITS Southend Borough Council Control Centre (linked with Essex County Council) - driver information, telematics and incident management.	LTP2 (Links to RMS Strategy)	Important to achieving best use of existing infrastructure and improving accessibility and congestion relief	Regional Priority 2	LTP funding/ Post 2015	Medium risk/ subject to available funding	Reliance on improved traffic management and promotion of sustainable transport
Policy Reference 6: Safeguarding and Enhancing the environment of Environmental Rooms								
• Environmental Rooms	Southend BC	Improvement of the environment of Environmental Rooms - priorities established linked to road safety and quality of life issues.	LTP2 strategy	Essential to the rationalisation of traffic movement and the safeguarding and enhancement of the environment of predominantly residential areas	On going commitment - programme of improvements commenced in 2001.	LTP funding/ On going programme of works	Low risk	Improved traffic management related to other programmes will assist in delivering the objectives of Environmental Rooms
Policy Reference 7: Improving road safety, quality of life and equality of access for all								
• Road safety and accessibility schemes	Southend BC	A range of road safety and accessibility improvements	LTP2 strategy	Vital to the Borough Council's commitment to improve road safety and accessibility for all.	On going commitment	LTP funding/ on going programme of works	Low Risk	Improved traffic management related to other programmes will assist in delivering the objectives of road safety and accessibility

Note *; Commitment/Priority refers to Letter from Government (DfT) to East of England Regional Assembly and Regional Development Agency (July 2006); Regional Funding Allocations, Advice to Government from the East of England (January 2006); and Thames Gateway South Essex Business Plan for Transport (November 2005).
ETG - Essex Thames Gateway



southend-on-sea
town, shore and so much more